

### **PART 3: Event Design**

Successful events are designed at both 30,000 feet and on the ground. Big vision must meet practical logistics.

#### **Design for your audience, not for yourself.**

You have event goals and that's great! But, don't fall into the trap of planning an event so focused on what you or your organization wants to achieve that you forget to focus on what your audience needs. Ask yourself:

- What does my audience value?
- How might time and location affect my audience?
- How do I know this format will appeal to my audience?
- Is my event welcoming?

**Be creative with your format.** Fun does not equal frivolous. Smart does not equal dull. Fun & smart programming can and does exist! It just takes some creativity. (Psst! Spirit & Place can help with this!)

**Know the flow.** Creativity is important in event planning but so is thinking through all the details. Put yourself in your audience's shoes and imagine what they will see, think, feel, and do from beginning to end.

- Where will people park?
- How will people be greeted or asked to check-in?
- How will people know what to do upon arrival?
- How can people participate during the event?
- How will you encourage and collect feedback?

**During this event, the audience will . . .**

THINK	FEEL	DO