

The activity guide

MASTERCLASS IN DESIGNING EXPERIENCES & STAGING EVENTS



After the Masterclass video, prospective students will be asked to reflect & propose their ideas for a special event or experience

Experiences might range from leisure or cultural events, conferences or any other kind of event as well as a purchasing experience with a customer journey that might start online, go through a physical shopping step and continue online after.



01. THE CONCEPT

- What is your event experience **concept**?
- What makes your concept **unique**?
- How can you ensure to be **sustainable** either in terms of environmental as well as in terms of social and economic impact?



On a scale of 1 to 10 how much will it focus on being:

- Immersive
- Absorbing
- Passive
- Active

On a scale of 1 to 10 how much will it focus on:

- Entertainment
- Education
- Esthetic
- Escape



02. TARGET AUDIENCE

What is the ideal audience you want to reach and engage with your concept ?



03. TOUCH POINTS JOURNEY

- Before the event
- During the event
- After the event
- What are the Peak Moments

For all the above please propose digital and physical Touch Points that will be able to contribute to the attendees experience



After your groups discuss these questions, ask them to briefly describe (or submit a short text) each one of the experiences dimensions: Concept, Target Audience, Touch Points

Some suggestions for the sales team on how to animate the groups more successfully:



01. Break the ice

If the groups are having a hard time starting to discuss the topic, try to ask them the questions directly and break the ice.

"Have you thought about how a your event or experience could look?"

"What would make your event or experience stand out?"



02. Positive reinforcement

After each group presents the idea, you provide some feedback in the form of positive reinforcement:

"I like how you defined the event uniqueness.."

"I did not know you could be so creative"

"It's wonderful to see how you managed to integrate all the new trends in a very unique way"

"Such a great idea, well done!"



03. Get everyone involved

After each group presents, you can open the question to the other groups

"What did you think of this group's idea?"

"Isn't it great?"



04. Wrap up

At the end, after all the groups present, you can ask other groups to give feedback on the various suggestions and try to resume what were some of the common ideas in a form of a wrap up.