



Event Design using the #EventCanvas Level 1 full day workshop



Do you:

- want to take the next step to in designing innovative events that matter?
- need to know what's next?
- want to boost your career?
- want be equipped for serious C-level innovation conversations with your stakeholders?
- need a brain spa with a proven Event Design method to ensure you are at the pinnacle of your profession?

Learn how to design your next event with the #EventCanvas, facilitate your team through the process and articulate the way your event creates value strategically or just approach events in a different way. Analysing stakes, design and prototype with like minded peers using the #EventCanvas as a visual language for events.

This workshop uses the Event Simulator Facilitation KitSM and is for change-makers who want a hands-on approach to understanding, designing and delivering effective conferences that create real value using the Event Model Canvas.

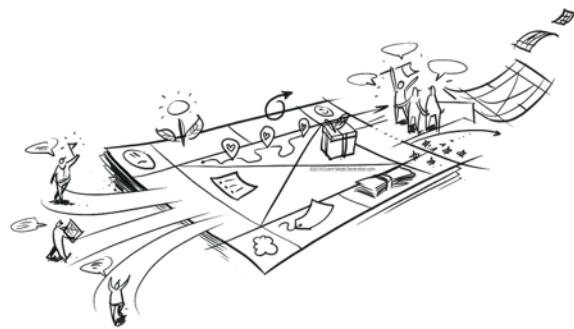
Are you sometimes struggling how to involve and align your major stakeholders without creating total confusion?
Or how to focus on the real value of the event and reduce complexity at the same time?

In this interactive workshop using the you will learn how to select your stakeholders, how to get their value crystal clear and involve them in a constructive way. Moreover, the EventCanvas will help you to more effectively co-create with the event team, based on clear structure and a common language.

This strategic event management tool helps event planners develop customer centric events that focus on creating value for all stakeholders. This approach supports a collaborative working method for more creativity and ROI. On top, the #EventCanvas effectively facilitates documenting existing congresses and events on one page and developing new event business models.

What will you learn?

1. Introduction to Event Design by understanding the event canvas methodology and templates to visually articulate the value of an event.
2. Sketch the canvas of a random event with your peers as a team using the Event Simulator Facilitation KitSM
3. Appreciate visualisation of a case study to articulate how that event creates value
4. How to create, design and prototype events using the #EventCanvas.



What will you walk away with?

The Event Design Level 1 Workshop is an immersive full day training course delivered by Event Model Generation.

Successful participants will be granted the Event Design using the #EventCanvas Level 1 Certificate of Participation along with 8 Continuing Education clock hours in domain 7: Meeting & Event Design as defined by the Convention Industry Council CIC.

What is the #EventCanvas?

The #EventCanvas helps organisations align their activities by illustrating potential trade-offs of their events. Building a thorough #EventCanvas can be achieved through a sequential, 10-step methodology in which the event team systematically analyses, describes and outlines the inputs for the components in the final canvas prototypes. The methodology employs a range of visual thinking techniques, including empathy mapping, value proposition canvassing, return on investment methodology, business model canvassing, service design canvassing and instructional design modelling.

The #EventCanvas is a visual chart. The 14 boxes describe an event's promise and how the event will help stakeholders get their jobs done, resolve pains and create gains within an established framework of commitment and expected returns. Focus point is the desired change of mind and behaviour and how the event will achieve that goal. The canvas also outlines the costs and expected revenues in relation to the customer journey and the instructional design of an event.

Sample Program Level 1 Training

09:00 - 09:15 - Workshop opening

09:15 - 10:45 - "Dry Run" - Sketch the EventCanvas of a random event with your peers as a team using the Event Simulator Facilitation KitSM and the #EventWallpaper

10:45 - 11:15 Break

11:15 - 12:30 - What you have at stake

12:30 - 13:30 - Lunch

13:30 - 14:15 - How leaders and change makers use the #EventCanvas

- Analysing stakes
- Idea quarantine
- Creating the boundary box,
- Prototyping
- Deciding on which prototype will work best as a team process.

14:15 - 14:30 - Case study team prep to use the Event Simulator Facilitation KitSM and the #EventWallpaper

14:30 - 14:45 - Break

14:45 - 16:30 - Applied Event Design - Designing an Event using the #EventCanvas as a team using a case study

16:30 - 17:00 - Debrief of case study + additional examples of application for membership based organisations

17:00 - 17:30 - Design thinking into Design Doing

- Bringing this into practice with your stakeholders
- Asking the difficult questions
- Identifying and addressing hurdles to application using the Speedboat method
- Tools & Resources at your disposal

17:30 - 17:45 - Event Design using the #EventCanvas Level 1 Certificate of Participation & DIY booklet

17:45 - End of Workshop



Trainers

The 90 Minute workshop and Level 1 training is delivered by Accredited Certified Event Designer Trainers. An overview of these trainers can be found here:

<http://www.eventmodelgeneration.com/accredited-eventcanvas-trainers/>

CE credits - CMP preferred provider



Event Model Generation is a CMP Preferred Provider. The program(s) identified with the CMP Preferred Provider logo meet the requirements to receive continuing education (CE) credit for the Certified Meeting Professional (CMP) credential. All qualifying activities also indicate how many CE credits attendees will receive for participating.

For more information about the CMP credential or CMP Preferred Provider Program, please visit www.conventionindustry.org.

Resources & Links

Download your free #EventCanvas at www.eventcanvas.org

Video explanation of the #EventCanvas = <http://www.eventmodelgeneration.com/video/>

EVENT DESIGN handbook = <http://www.eventcanvas.org/book/>