

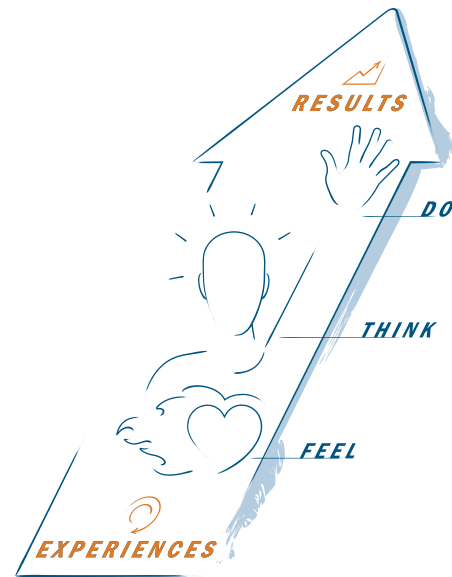
EVENT DESIGN CANVAS

Planning a quarterly sales meeting? A leadership summit? A division or function meeting? You can achieve all of your goals to inspire behavior change and deliver the results you want. We've designed this canvas as a framework to guide your planning.

Impactful events are centered on the participant experience.

At every step of the journey, consider what you want participants to: **feel, think, and do.**

Then, focus on designing moments that drive toward the desired **emotions, mindsets, and actions.** Centering people in the experience helps manage energy, attention, and breaks. Plan a schedule with space for participants to internalize, connect, and engage, fostering lasting memories and behavior changes. This canvas guides you in mapping out key moments, from the initial invite to post-event follow-up, to achieve optimal engagement and meet business objectives.



Get familiar with the 5 phases of gatherings. (The 5 Es)

Consider the participant experience at every stage of your event in 5 key phases. Here's a quick primer on each "E."



Entice

Attract participants to the experience through intentional invitation. Build anticipation through pre-event mailers or activities.

Consider: teaser videos; gift or materials mailed in advance; a themed itinerary; pre-meeting assignments; modifications for special circumstances (different time zones, parents with kids at home)



Enter

Set the stage. Provide context, goals, and objectives ahead of time or at the start of the meeting. Set the tone and create clarity.

Consider: a lobby with music and animation; greeters who send welcome messages; fun polls or shout-outs; a list of guiding principles for participation; a help desk email address



Engage

Create an experience that energizes and inspires participation. Think through the design of interactions and the pacing of the schedule.

Consider: including multiple perspectives; surprise elements; a mix of group and independent time; virtual breakout sessions; gamification; offline activities or breaks; live Q&A



Exit

Create memories and momentum at the conclusion of the event. Capture and celebrate shared achievements.

Consider: voting or survey apps; summary drawing exercise; virtual board for posting follow-up thoughts; a group photo



Extend

Commemorate and activate the experience post-event. Make event insights actionable and encourage individual accountability into the future.

Consider: peer pairings; 1:1 scheduled check-ins; post-event emails; microsite with follow-up content

Capture the big picture.

Before you dive into the Event Design Canvas to map out individual points on the participant journey, take the time to be clear on your event goals.

What event are you designing?

Who is your audience?

What's the purpose of the event?







What are the desired outcomes?

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Now the real work begins. In the space below, capture ideas for engaging your audience's heads, hearts, and hands. Remember to let your desired outcomes guide you.



Map out the participant experience journey for each phase of the event.

 Entice	 Enter	 Engage	 Exit	 Extend	 Next Steps:
Attract participants to the experience	Set the stage for your time together	Create an experience that energizes and inspires	Create memories and momentum	Communicate and activate the experience	
FEEL:	FEEL:	FEEL:	FEEL:	FEEL:	
THINK:	THINK:	THINK:	THINK:	THINK:	
DO:	DO:	DO:	DO:	DO:	
STRATEGIES FOR ACHIEVING:	STRATEGIES FOR ACHIEVING:	STRATEGIES FOR ACHIEVING:	STRATEGIES FOR ACHIEVING:	STRATEGIES FOR ACHIEVING:	