



eventanne

ELEVATING EVENT PROFESSIONALS

The Five Experience Elements



I AM EVENTANNE



I write, teach, coach and speak about the use of strategic experience design to create effective MICE events that engage, inspire, and stand out from the next. I hold a degree in experience management, a CMM, and have more than 20 years of experience in the events industry. I am a member of MPI's European Advisory Board and past president of MPI Scandinavia.

Thank you for downloading this E-book with an overview of the experience design process and the five experience elements. The E-book is based on The EventAnne Event Experience Design Model™, which guides you through all of the decisions you have to make to create an experiential event. For any event, the purpose should be to secure a change of behavior from your participants. This is done by designing the experience based on an objective and only using the logistics to support and underline the experience. And what we ultimately want from our participants is immersion! This E-book will give you further insight into the five experience elements. I hope you find it useful. Happy experience designing!

Design flow

- Purpose
- Immersion
- Objective
- Experience Design
- Logistics

THE EXPERIENCE SPACE



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The Experience Space is much more than just the venue

When designing your experience space you should consider the combination of the right venue for your event, the demographics of your participants as well as how your hosts and staff will impact the participant experience. And it all has to support your objective!

The Experience Space

- The Venue
- The other Participants
- The Hosts and Staff

ALL FIVE SENSES



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The senses have a direct line of contact with your memory

Incorporate all five senses in your event. The more senses you are engaging, the more impact the experience has. It is scientifically proven that certain smells can enhance specific areas: lemon enhances concentration, lavender reduces anxiety, rosemary enhances memory retention.

All five senses

- Seeing
- Hearing
- Touching
- Tasting
- Smelling

PARTICIPANT INVOLVEMENT



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Involve your attendees to enhance their learning

Research shows, that humans cannot concentrate for more than approximately 20 minutes. Involve your participants by using new meeting formats, by giving them at chance to speak or by encouraging co-creation. And remember: The amount of knowledge in a room is not limited to the person on stage .

Involving Formats

- Festivalization
- Gamification
- Networking
- Transforming a passive audience to active participants

PLANNED DISRUPTION



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Make each event unique

Unexpected moments keep your attendees on their toes, and they have to be mentally present to absorb everything. Make each event unique and different from one to the next — the same setup and content will not continue to be extraordinary.

Surprises and disruptions

- A change in room setup
- An unexpected break
- A celebrity speaker
- A change in momentum
- Silence!

FOCUSED COMMUNICATION



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Set expectations and build anticipation

You do not have to reveal all the surprises, but be honest about the format, the people who will attend and your expectations from the attendees. Events are a form of communication: Everything you do either makes or breaks your brand and image. Experiences must be authentic and 'on brand'.

What signals do you send?

- Theme
- Pictures
- Words
- Practical info

PARTICIPANT IMMERSION



When you are immersed

- you want to recount the experience
- you feel the event is relevant to you
- you feel like a co-producer of the event
- you feel it is authentic
- you feel that it is unique and tailored just for you

In the end you want your attendees to immerse themselves in your event. That is your ultimate objective!

You want your attendees to FEEL — emotions are key.

However, immersion is not something you can guarantee, but if you design your event as an experience, you have laid the ground for immersion, for the ultimate form of engagement ... and that is the first step along the way!

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“ People may forget what you said

They might forget what you did

But they'll never forget how you made them feel!

— Maya Angelou



Engaging & Immersive Events

The five *experience* elements

- The Experience Space
- All Five Senses
- Participant Involvement
- Disruption
- Communication

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