

Event Planning Framework

Purpose	Attendee Needs	Experience Vision	Experience Design
Organisation's Purpose The fundamental reason your organisation exists, beyond the event itself. <ul style="list-style-type: none"> Your organisation's mission or core purpose The role events play in advancing that purpose The broader “why” this event should exist at all 	Attendee Types Who the event is for, and who it is not. <ul style="list-style-type: none"> Primary attendee groups Secondary or indirect attendees Any meaningful differences in needs or expectations 	Outcome Objectives The specific outcomes the experience should deliver. <ul style="list-style-type: none"> Clear, prioritised objectives Outcomes that bridge attendee needs and organisational goals Statements that are directional, not - tactical 	Destination The physical or virtual context for the experience. <ul style="list-style-type: none"> Location or platform Why it supports the experience vision Any constraints or opportunities it creates
External Forces The external context shaping your event strategy. <ul style="list-style-type: none"> Market conditions Industry trends Economic, social, or cultural factors External pressures that influence attendance, tone, or risk 	Obstacles What might prevent attendees from engaging fully.		Duration How long the experience lasts and how that time is used. <ul style="list-style-type: none"> Overall length Balance between intensity and rest Flexibility or optionality
Internal Forces The internal organisational context driving the event. <ul style="list-style-type: none"> Team morale, culture, or change Organisational challenges or opportunities Internal shifts that the event needs to address 	Expectations What attendees are likely to expect before they arrive.		Dates When the event takes place and why. <ul style="list-style-type: none"> Timing rationale Seasonal, operational, or audience considerations Conflicts or dependencies
Desired Outcome The change you want the event to create at an organisational level. <ul style="list-style-type: none"> What should be different after the event The intended impact on people, teams, or the business Outcomes that go beyond simple satisfaction 	Cost & Commitment What attendees are giving up to be there.	Thematic Statement The unifying idea behind the event experience. <ul style="list-style-type: none"> A short, memorable theme or concept Something that guides tone, content, and design A lens for decision-making 	Design The intentional balance of experience elements. <ul style="list-style-type: none"> Proportions of content types (learning, connection, rest, recognition, etc.) Design principles guiding the agenda How time and attention are allocated
Metrics How you will know whether the event supported its purpose. <ul style="list-style-type: none"> High-level indicators linked to organisational goals Signals of long-term impact rather than immediate reactions 	Metrics How you will assess whether attendee needs were met. <ul style="list-style-type: none"> Behavioural signals Qualitative feedback Comparisons to baseline or previous events 	Metrics How you'll evaluate whether the experience delivered on its intent. <ul style="list-style-type: none"> Measures tied to the stated objectives Insight-focused questions Indicators of emotional or cognitive impact 	Metrics How you'll assess the quality of the designed experience. <ul style="list-style-type: none"> Satisfaction indicators Qualitative feedback on specific elements Signals of alignment with the experience vision