

Event Planning Framework

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