

Brainstorming Session Script

Brainstorming Script for Holiday Experience Project

1

MATERIALS USED

- Large whiteboard or sticky notes for idea clustering.
- Markers and pens.
- Laptop or projector for note-taking and presentations.
- Timer to manage session phases.
- Voting dots or colored cards for idea prioritization.

2

WARM-UP (10 MINUTES)

- Activity: "Dream Holiday Share"
- Ask each participant to share their dream holiday destination and one challenge they'd expect while planning it.
- Purpose: Break the ice and encourage personal connection to the topic.

3

BRAINSTORM (30 MINUTES)

- Guided Prompts:
- "What makes holidays stressful for you or others?"
- "What tools or features could make planning holidays easier?"
- "How can we make group holidays more enjoyable?"
- Encourage free flow of ideas without judgment or criticism.

4

CLUSTERING (15 MINUTES)

- Group similar ideas together on the whiteboard or digital platform.
- Label clusters (e.g., "Planning Tools," "Adventure Ideas," "Emergency Solutions").
- Discuss overlaps and refine categories.

5

VOTING (10 MINUTES)

- Provide each participant with three voting dots or cards.
- Ask them to vote on the top ideas they find most impactful or feasible.
- Highlight the top three to five ideas for further exploration.

6

REFLECTION (10 MINUTES)

- Discuss the selected ideas:
- Why were these ideas chosen?
- What are the next steps for exploring them?
- Collect feedback from participants on the session's effectiveness.