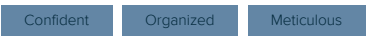


## Personality



- Plan a professional event for stakeholders that is dynamic and motivating.
- Synchronize calendars of "critical" attendees for the purposes of selecting an appropriate date and time.
- Quickly and efficiently arrange necessary elements of event.
- Be able to track metrics like attendance and expenses all in one location.

- Having to use multiple sites/apps or the phone to coordinate event details.
- Lack of ability to share event details directly from event planning application.
- Waiting for confirmation from venues/vendors.

Douglas has loads of experience in planning events, but finds that each one has its own challenges and missteps. He always has multiple balls in the air that have to come down in the appropriate sequence in order for the plan to come off. He's always lamented that he needs better planning tools/resources; a sort of all-in-one location in which he can send invites, coordinate vendors, send event info, as well as track metrics. It's very critical that he be able have data on the event, so he can reference it for future planning as well as submit it as evidence for proposals.

Value	Percentage of Respondents
Incentive	~85%
Fear	~15%
Growth	~95%
Power	~45%
Social	~100%

Marketing Strategy	Percentage of Respondents
Traditional Ads	10%
Online & Social Media	75%
Referral	60%
Guerrilla Efforts & PR	30%

## Extensio

- Plan an album release party for her band, Borealis.
- Ensure that all the proper pieces are in place.
- Have an amazing time that people will be talking about for at least the next month.
- Have a well designed invite with information that's easy to share.
- Not have to use too many different interfaces or tools.
- Potentially attract a label, as well as get good local press.

- Worried about getting stressed out or spending too much money.
- Facebook events all look the same. They're "uninspiring".
- Things taking too long to put together.

Elise is local musician who is getting ready to release her new band's debut album. They've played a good amount of shows over the past year and have amassed a decent local following. She's really excited about this release and is looking forward to all of her friends being there. She wants to get some other local bands on the bill, naturally, but also hopes that she can get some local publications or record labels to attend as well. She hasn't had much experience in planning events as she has being a part of them, so this is a new foray for which she's leaning heavily on friends' experience.

Value	Percentage
Incentive	15%
Fear	25%
Growth	45%
Power	10%
Social	55%

Marketing Strategy	Percentage of Respondents
Traditional Ads	15%
Online & Social Media	55%
Referral	25%
Guerrilla Efforts & PR	5%

## Extensio

- Plan a 2-day professional development seminar with multiple speakers, catering, accommodations, and entertainment.
- Coordinate a spectacular event that will impress his superiors.
- Manage the event from start to finish and ensure all guests and speakers are well accommodated.
- Create a clean, easy-to-read event that has a number of planning tools to meet his complex needs.

- Missing a critical detail that could cause stress later on.
- Being too dependent on others. Or rather, being at the mercy of a venue, catering service, or speaker participation.
- Sending way too many emails or having too many separate threads that are difficult to keep track of.

Matthias is an up-and-coming professional who's determined to prove himself at his new company. He's been given the task of coordinating a large-scale event that will have a lot of moving parts. Given his dogged desire to succeed, he's excited about the challenge but has little experience planning professional events of this scale. As such he's looking for a great deal of guidance to make sure he's crossed his Ts and dotted his Is. There's a lot on the line here, and it's only the beginning.

Driver	Relative Importance (Rank 1-5)
Incentive	1
Fear	2
Growth	3
Power	4
Social	5

Marketing Strategy	Percentage of Respondents
Traditional Ads	10%
Online & Social Media	65%
Referral	40%
Guerrilla Efforts & PR	75%