tWbO4 [Download] Event Design Handbook: Systematically Design Innovative Events using the Event Canvas







Everyone at some point in time experiences events that change the course of history or their life. The are powerful and can be impactful. Some events are taken for granted and their fundamental design is overlooked or simply copied. This book identifies the starting point (braiding point) of any event and names the steps of how they come alive. It aims to put your finger on the DNA of your event. This book shows you the components of the DNA of events. It gives you insight into the way you can observe, analyse any event. Understand who has what at stake. Define the behaviour change required to deliver value. Identify the levers and mechanism by which you can influence this behaviour change in your event design. This book lays the foundation for creating a common language. A language that can be spoken and understood by those who know and those who dont yet know the mechanics of events. This book will allow them to make event design the starting point fand approach for creating events that matter.

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