

CustomED  
PRESENTS  
**LUNCH & LEARN**  
2023 LEADERSHIP SERIES

**EVENT & EXPERIENCE DESIGN**

Don't hold just another event! Delight your attendees with experiences that thrill and teach.



**EVENTS**

- Planned public or social occasion
- Time and location specific
- Focused on specific activities/sessions
- Composed of a series of Experiences



**EXPERIENCES**

- Leaves an impression
- Solicits an emotion
- Focused on engagement and impact

**AGENDA CREATION**

BEFORE THE EVENT

OBJECTIVES

—

LOGISTICS

—

AGENDAS

—

VISUALS

**Key Elements:**

- Define Goals
- Determine Format
- Set Realistic Schedules
- Include Networking Opportunities
- Confirm Speakers, Guests, and Staff
- Plan for Technical Needs
- Prepare Contingency Plans

**Key Considerations:**

- Audience Engagement
- Time Zones (for Virtual Events)
- Variety and Diversity
- Location and Logistics

DURING THE EVENT

FLOW

—

PIVOTING

—

FACILITATION

—

REFLECTION

**BE FLEXIBLE**

Plans Can Change Quickly!



Keep Calm and Carry On



Assess the Situation



Engage Your Event Team



Problem-Solve and Adapt



Implement Contingency Plans



Review and Improve



Follow Up

**STICKING THE LANDING**

AFTER THE EVENT

STICK THE LANDING

—

THE ENDING?

—

REPORTING



What Makes a Good Ending?



- Don't end on a keynote, end on the attendees
- Have your highlight moment that feels like the high-water mark at the end of the day
- Then end the event



Want to learn more or chat about how we can help you #makeadifference?

Contact us at Rusty@CustomED.org

CustomED is a 501(c)(3) nonprofit organization that designs and implements extraordinary programs and experiences to solve challenges in education, training, and outreach efforts for a variety of organizations.

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