



WISCONSIN
CHAPTER

Attendance Record: January 23, 2025 - Hilton Paper Valley Hotel, Appleton, WI

Program: Intentional Event Design- from objectives to the practical steps to excellence

Presenter: Tahira Endean, Msc, CITP, CMP, CED

Time of presentation: 1:00 – 4:00pm

Credit hours: 2.75

Domain: Event Design

Link to program information:

<https://www.mpi.org/chapters/wisconsin/education-events/event-pages/2025/2025-january>

Program Description: Intentional Event Design- from objectives to the practical steps to excellence

Our role as event professionals is to create experiences steeped in trust, where our audiences feel their participation in our event was the best use of their time and financial investment and our stakeholders see the value from investing in worthwhile events. This requires our event designs to bring out the best in human nature by making intentional decisions based on the knowledge available about our participants and their needs. Deeply understanding how human beings respond in live event environments is our new currency.

The seven intentions include developing stronger event processes, understanding how to make the most of the available technology and data

including digital marketing, designing to optimize the experience through immersive, brain-friendly design, and creating sustainable, wellness-driven events.

Presenter Bio: Tahira Endean - A curator of education for the event industry and unapologetically curious learner, she entered the industry three decades ago with diplomas in event management and adult education and recently added a MSc in Creativity and Change Leadership. Tahira has designed human experiences on three continents (so far), delivering hundreds of events, with dozens of amazing teams and thousands of transformed guests later, she remains passionate about the possibilities when we create people-centric and purpose-driven events. An instructor of Sustainable Event Operations, industry speaker, writer and author, she loves learning and equally sharing knowledge and ideas. Work and play are intertwined and her family and friends know she is willing to dive into an experience anywhere in the world. A collector of friends, there is always a good reason to connect, celebrate, and share anything with bubbles.