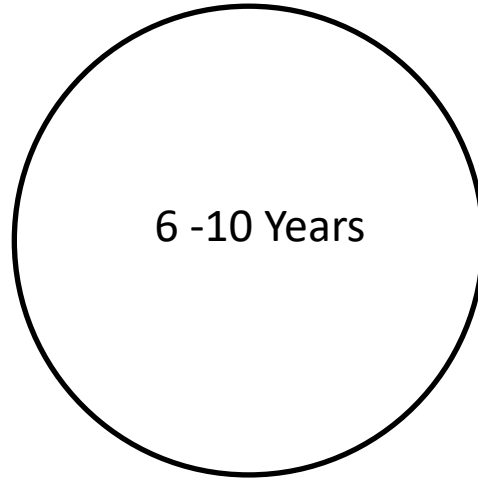
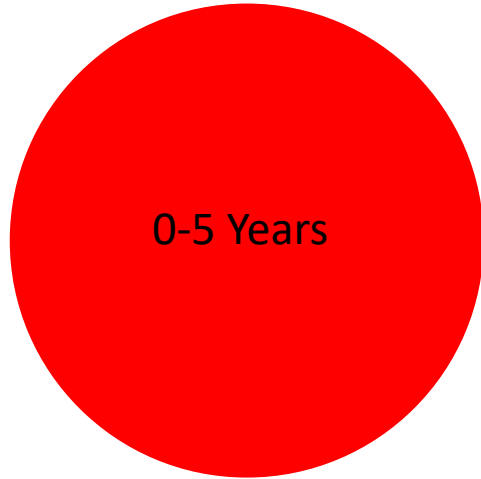




**Do your events fit like a glove?**  
Ingrid Rip CED

3 September 2020



# Challenge!



3 September 2020



# EMPATHY MAP

Identifying stakeholder behaviour



Project name:

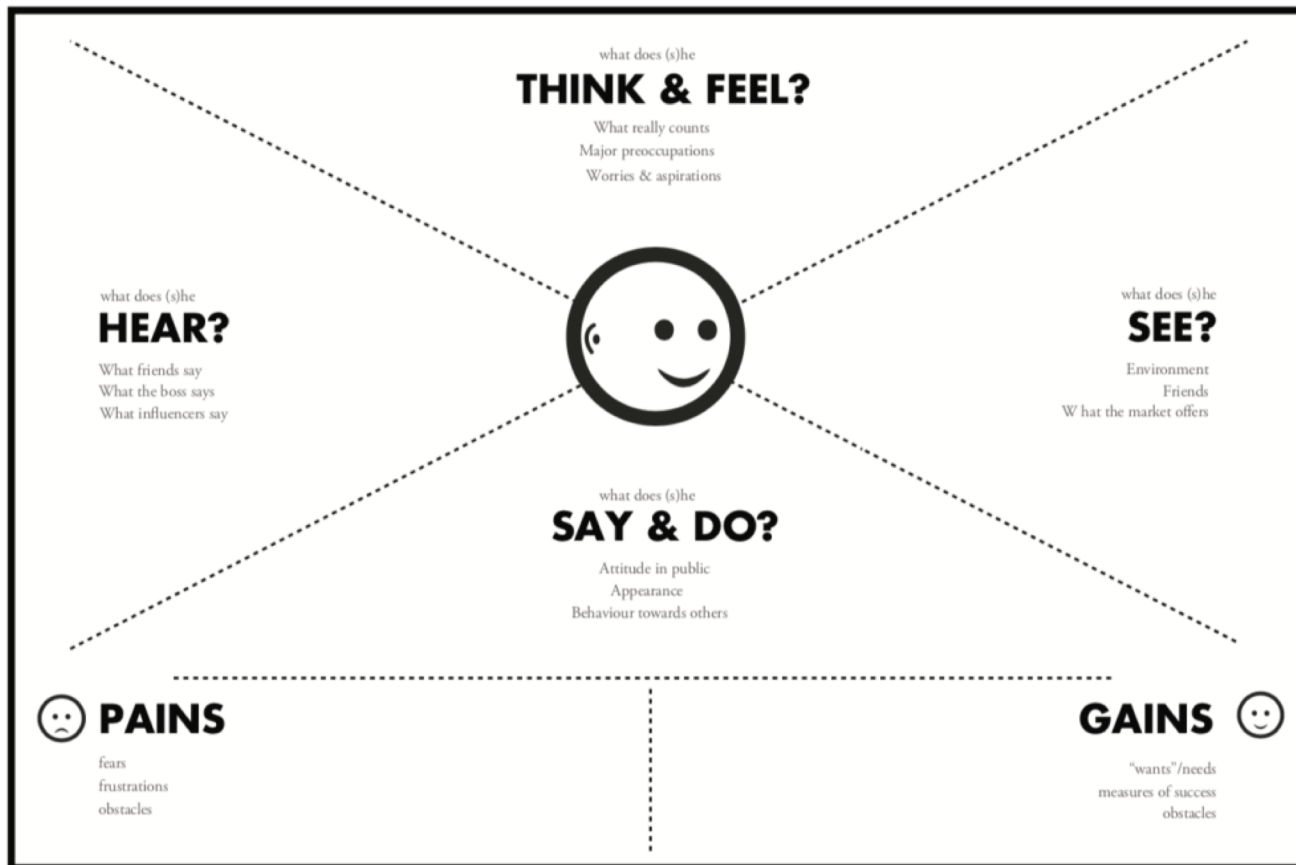
Stakeholder:

Day: Month: Year:

Designed for:

Designed by:

Version:



Designed by

**EVENT DESIGN** *collective*

2018 EVENT DESIGN COLLECTIVE GMBH

3 September 2020

EVENT DESIGN USING THE EVENT CANVAS™ METHODOLOGY

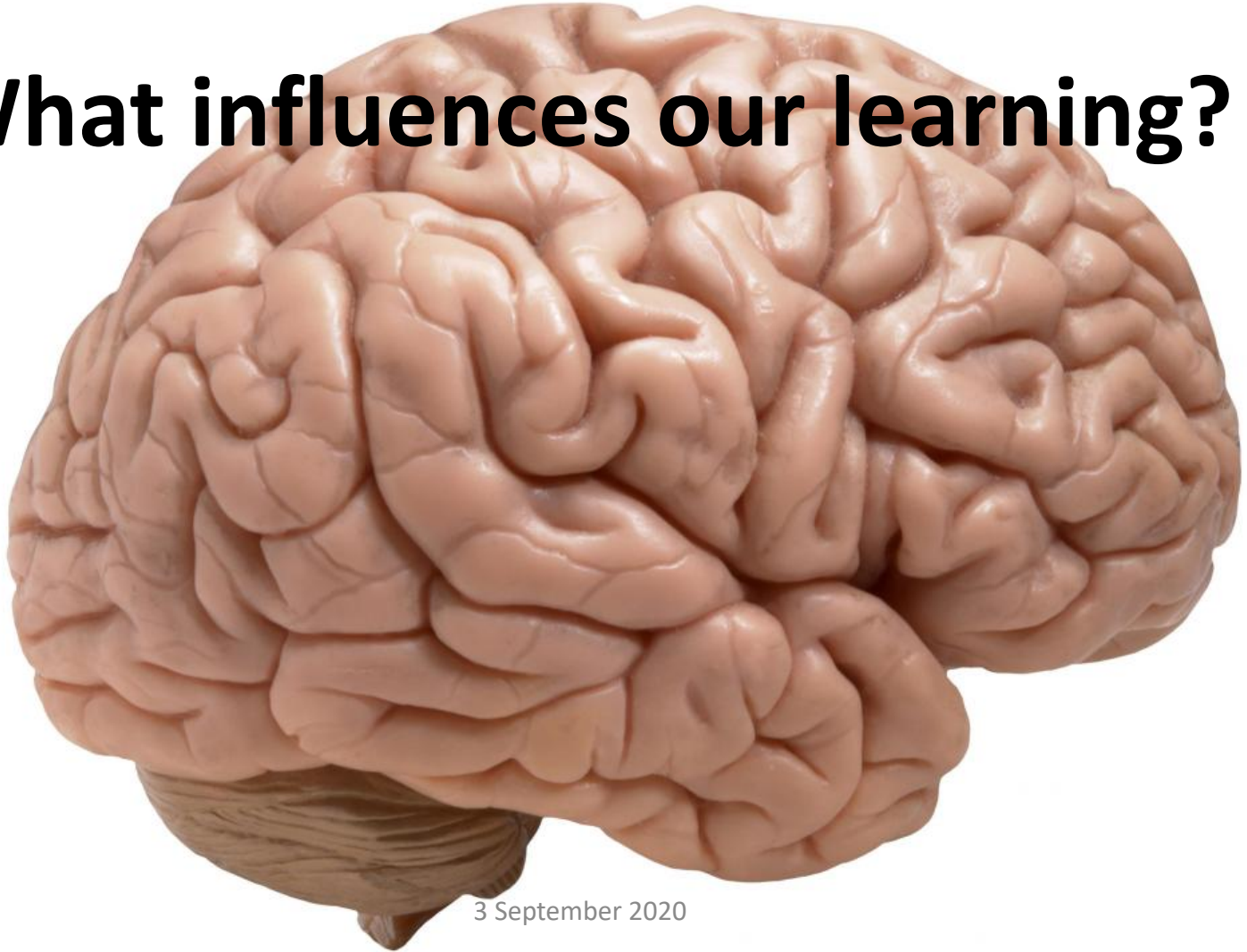
[www.eventcanvas.org](http://www.eventcanvas.org)

**version 20180621**

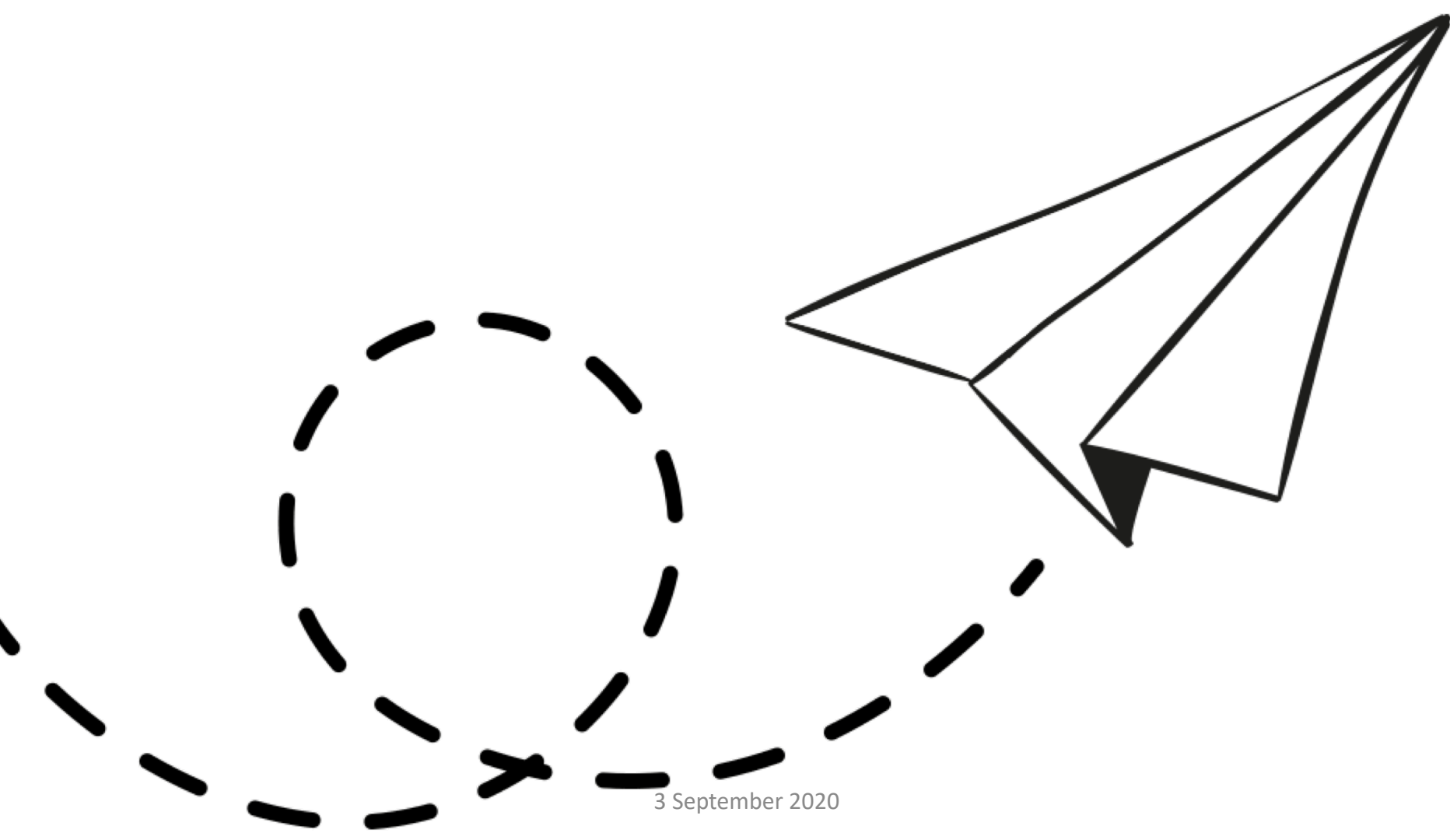
Source: adapted from XPLANE



# What influences our learning?



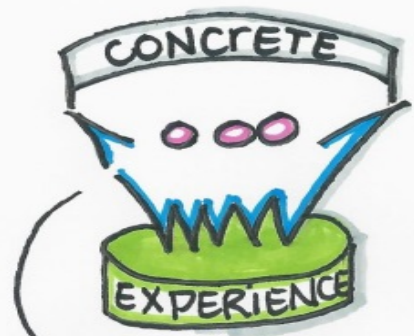
3 September 2020



3 September 2020

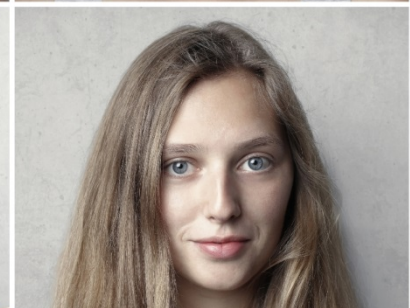
# Types of learning?

















3 September 2020









3 September 2020



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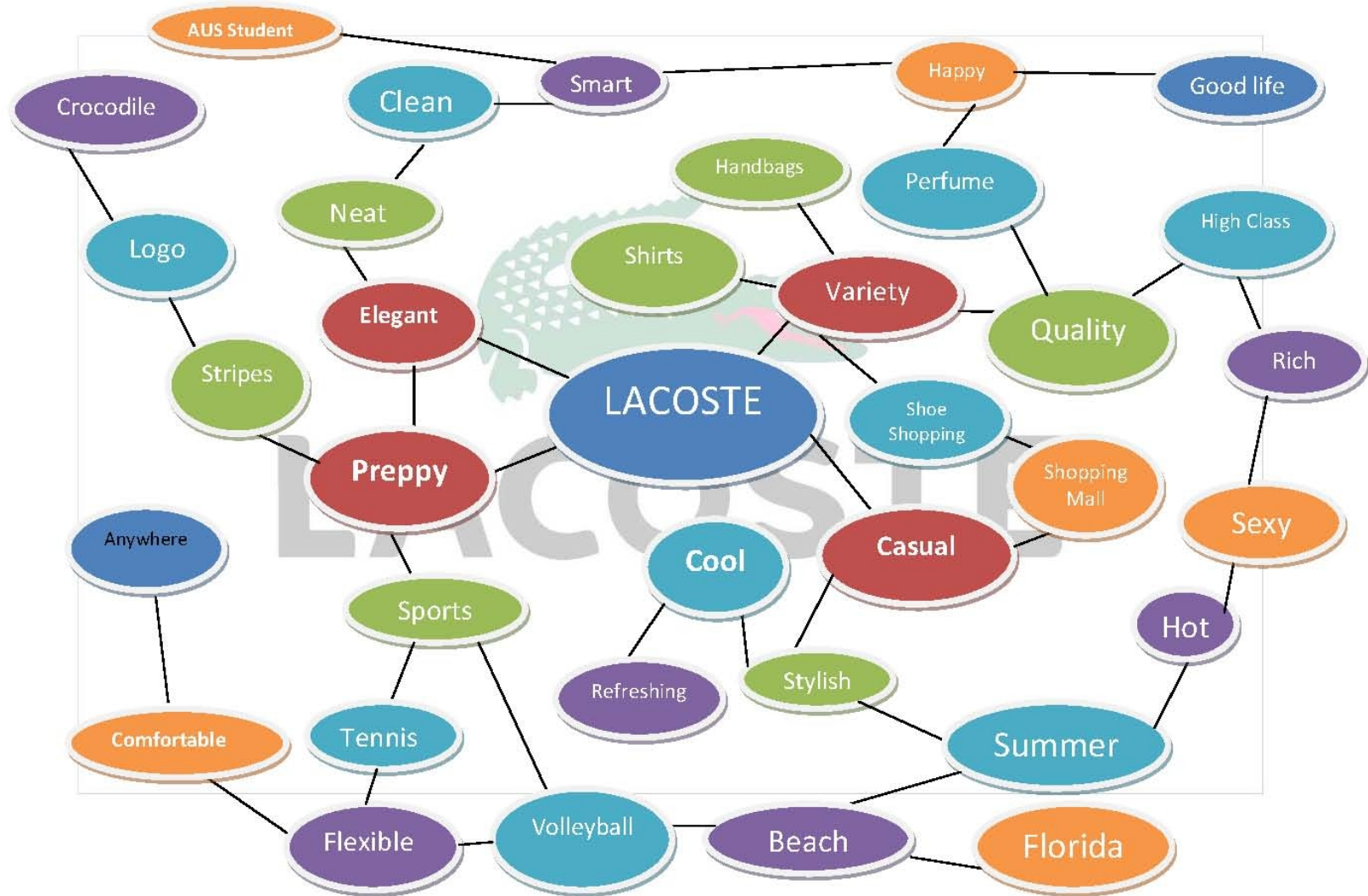


















3 September 2020



HOUSE OF LORDS  
& HEALTHY  
BOWLS

YOU MAY ONLY  
ORDER HERE:

*In fluent*



P.S. Make it nice!



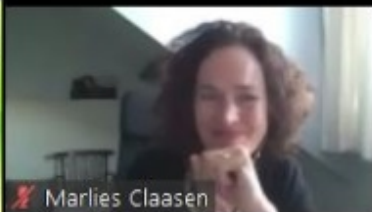
Marga Groot Zwaafthuis



Ingrid Rip - Event Des...



Inge Diepman



Marlies Claasen



elsmolengraaf



Anja



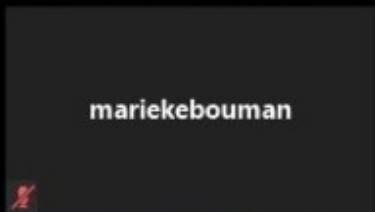
Kjell Lutz



Rick van der Kleij



Annemarie Wisse



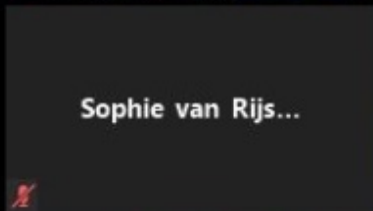
mariekebouman



Eunice



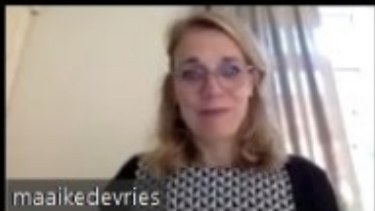
Esther Van der Vo...



Sophie van Rijs...



ank



maaikedevries



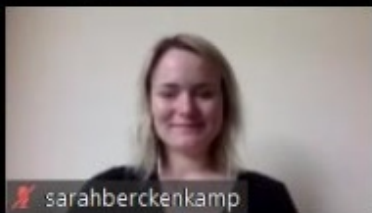
Marijn van Vliet



Juliette Grimbergen



Gebruiker



sarahberckenkamp



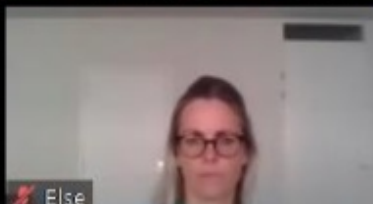
Rutger Mollee



Donatello Piras



Tette Valentijn



Else



Jan-Jaap In der M...



Odette Jansen

INGRID RIP \*

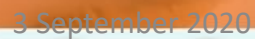
that's me

DoelincHEM





&gt;

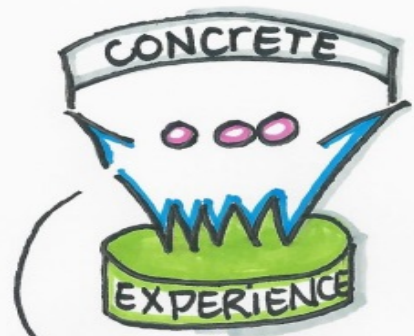


## Future of Mobility



### Get your own room

Leave







## DESIGN SESSIONS BRAIN EASY!



### STEP 1: EMPATHIZE

To be able to design for success, you need to start by stepping in your participants' shoes. Try and look through their glasses. Do your research and ask questions. Know their pains & challenges. What do they wish for and dream about? Validate that knowledge, involve them and only thereafter start designing!

### STEP 2: CLEAR LEARNING FORMATS

This is about Instructional Design: What desired behaviour change are we after and how do we get there? Do we need knowledge, skills, attitude or people learning. Or do we need a combination?



### STEP 4: SPEAKERS WITH STYLE(S)

This too is about how "instruction" is best provided. Choose speakers who are able to work different learning styles to enable your participants easier learning? Can they vary in active & reflective, concrete & abstract learning styles?

### STEP 4: BRAINPRINCIPLES

This last step is about the experience journey your participants make. How can we create the best learning environment?

We have to make use of:

- multi senses
- emotional experiences
- activation
- sufficient repetition
- focus
- associations
- time for reflection



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# Infographic available

3 September 2020

