

EVENT NAME

e.g. Q3 Leadership Offsite

DATE · ORGANIZER

e.g. Aug 14 · Sarah

WHO'S IN THE ROOM — AND WHO'S MOST AT RISK?

Every event has all four types. For each: what do they need, and flag which need the most design attention.

<p>Anxious Belonger Wants to connect, fears judgment</p> <p><i>What do they need to feel safe enough to participate?</i></p> <p>Structure, a clear first move, someone to talk to...</p> <p><input type="checkbox"/> Flag as priority</p>	<p>Eager Belonger Ready to jump in, needs direction</p> <p><i>What do they need to channel their energy well?</i></p> <p>A clear role, a moment to lead, early participation...</p> <p><input type="checkbox"/> Flag as priority</p>	<p>Reluctant Belonger Skeptical, needs a low-stakes entry</p> <p><i>What's the lowest-pressure way in for them?</i></p> <p>Content-anchored conversation, opt-in</p> <p><input type="checkbox"/> Flag as priority</p>	<p>Independent Belonger Values autonomy and takeaways</p> <p><i>What can they take away and use on their own?</i></p> <p>Something actionable, a framework, a resource...</p> <p><input type="checkbox"/> Flag as priority</p>
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FIVE DESIGN ELEMENTS

01 — REMOVE FRICTION
Make participation easy

Belonging fails before it starts when people don't know what to do, who to talk to, or whether they belong.

Why might someone disengage before they even try?

They don't know anyone · no clear first move · cold check-in...

HOW WE'LL SOLVE IT

Warm check-in Cats/Dogs/Other Convo starter tag Greeter

Specific mechanism — name it exactly...

02 — CREATE CONNECTION
Where does belonging happen?

A break where people stand around is a waiting room, not a networking activation. Connection needs a trigger.

What specific moment makes two strangers feel like they're in this together?

The moment is... what creates the trigger?

THE MECHANISM

Table prompt card Structured intro Shared challenge Live poll

Name it exactly — not 'networking time'...

03 — DESIGN THE PEAK
What will they remember?

People don't remember averages — they remember peaks. For multi-segment events, design three micro peaks that build, not compete.

Micro peaks · multi-segment One peak · special event

Ideas: Trivia Music bingo Social wall Sponsor activation Closest-to-pin challenge

MORNING
Set tone, spark curiosity early

MID-DAY
Re-energize before energy dips

CLOSING
The last memory is the lasting one

04 — DESIGN THE ENDING
How do we want them to feel when they leave?

Most events just stop. The ending is where the feeling is sealed — or lost. Pick the feeling first, then work backward.

What feeling do you want them to leave with?

Inspired Connected Energized Proud Seen

Inspired · Connected · Proud...

WHAT CREATES THAT FEELING IN THE LAST 10 MINUTES?

Gift bag Giveaway Group close Commitment card

The specific moment that lands the feeling...

05 — THEY GET ME
Design an identity moment

Attendance is not belonging. This is the moment someone thinks: they made this for me.

What do the people in this room share that an outsider wouldn't know?

Professional: inside jokes, frustrations, shared language... Personal: what makes them a person, not just a title...

THE IDENTITY MOMENT

Industry inside joke Custom fortunes Only-this-crowd moment

The specific moment that says: we designed this for you...