

Freeman¹

Six dimensions of LIVE

Evolving event experiences
in a novel world

Interactive worksheet

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Live is now. Design the time.

Your turn.

Now it's your turn to explore the new dimensions of LIVE for your own experiences! Use this worksheet and the questions posed in each section to dig into your process and illuminate areas where your team can make changes. Get to work and get inspired!

Consider your target list. How can your event maximize time and experience with the right audience (higher quality, lower numbers) instead of just maximizing space?

What areas of your event can be redesigned for optimal time spent by attendees and also lead to desired outcomes?

In what ways can you integrate digital experiences that not only extend reach, but also allow for ongoing engagement?

Live is learning. Educate with purpose and play.

Your turn.



Pro Tip
Be sure to do
what we are telling
you to and you will
be the best version
of yourself!

Since the key to true learning is doing,
how can you make education more
immersive and experiential?

How can you create better online or
virtual experiences?

In a virtual space, what can you do to
make experiences more immersive and
interactive versus one-way lectures?

Live is sensory. Design for the senses = sensational experiences.

Your turn.



How are you leveraging your **competitive advantage** by designing your event beyond the visual experience?

How can you **integrate** the senses into your experiences?

How can you create **lasting memories** of the experiences you're creating?



Live is community. Galvanize your group.

Your turn.

Who is dedicated to managing your community 24/7, and how are they doing that?

Do you have an online forum where your community regularly interacts? How can you make it more appealing and engaging?

What's something you've always wanted to try with your event but haven't yet?

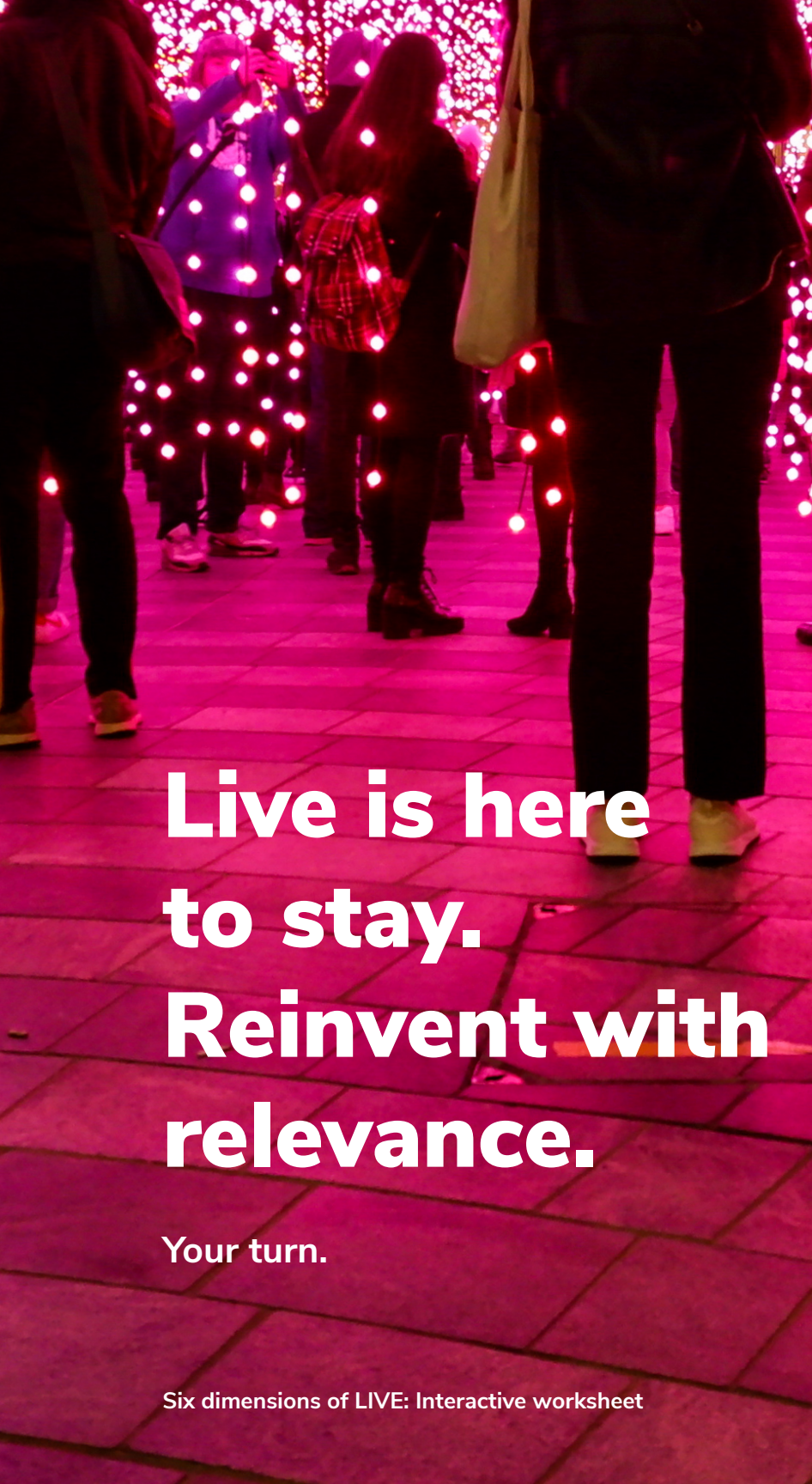
Live is evergreen. Mingle today and tomorrow.

Your turn.

In what ways can you reassure your audiences (internal and external) that they are valued and that future events will offer what they need and more?

As we await the return of live, think about the best aspects of your in-person events and why they resonated. Then add ideas to alter and elevate those experiences moving forward.

Thinking about both live and digital experiences, what can your organization offer audiences that will improve their lives as well as their businesses?



**Live is here
to stay.
Reinvent with
relevance.**

Your turn.

How can you challenge previous event best practices and planning approaches in a post-COVID world?

Beyond health and safety, what areas of your events need a refresh?

Try on the four event styles and envision your event emulating each one. How would they look and feel to your audiences?

Outside

Archipelago

Exclusivity

Media

More points to ponder.

Your turn.

As attendance at live events may be capped by government regulations, at least in the near future, how can you ensure that “smaller is better” for your attendees?

How are you fostering a sense of community and desire for connection on-site at your shows? For those hosting virtual events, how are you extending this connection in the digital environment? Are you staying connected year-round?

Do you have an attendee base that is particularly passionate about their profession or community? If so, how are you tapping into that passion and translating it into the on-site experience?

In what ways can you help attendees step into stories at your events? Can you use language that transports them? Change their sense of space?

Freeman¹

Ready to explore the next dimension?

Our team can help you get there!

Let's connect

Visit us at freeman.com or contact us at freeman.com/contact

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