



Event Management Basics

Conceptualisation

Emotional outcomes

When we create an experience that resonates on an emotional level, we create a memory. That could be a positive or negative emotion and it's important that we consider both in our event conceptualisation.

When briefing with your client, you want to focus on the good old touchy feely words to help understand what both a positive and negative emotional reaction would look like.

In some cases, a negative emotion isn't a bad thing. An example would be a panel discussion on a highly sensitive topic that may cause a slight polarization of your audience. It's through respectful and considered discussion that some of the greatest breakthroughs come to light.

For one conference I managed, the topic was voluntary assisted dying. Highly emotional and very topical for the audience. We knew going into the planning that it may create a negative emotion for some and this became part of our risk management strategy and our choice of a facilitator and panelist were all based on lowering the risk and ensuring the right people were in the room to manage this.

In an effort to better understand the emotional outcomes your client is seeking, you can ask questions such as:

- ☐ What do you want attendees to feel while they're participating in the event?
- ☐ What do you want attendees to feel as they're leaving the event?
- ☐ What's the lasting emotion you want attendees to feel in the weeks and months following the event
- ☐ How would you react to this particular activity/session/speaker/topic
- ☐ If we were to survey attendees 6 months after the event, what lasting emotion do you want them to have connected to this event?