



Mastering the Art and Science of Event Design

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Mastering the Art and Science of Event Design

You asked, and the answer is yes. Design Studio by Maritz is opening its playbook for a select few. Drawn from our own Master Designer Course exclusive to Maritz team members, we will share:

- Guidance around how to use design thinking in most any situation
- The behavioral science that guides our practice
- Our proprietary frameworks and how to use them

We promise a session that is useful, applicable, thought provoking, has actionable takeaways, and is based in all the characteristics of design thinking.



About the Design Studio

The Design Studio is a boutique consulting arm of Maritz that brings the strategic perspective of powerhouse consulting to the world of meetings, events and human-to-human experiences.

We leverage event design, experience strategy and behavioral science to help clients solve problems and drive greater results.

+200

Client Design Engagements

+3.5M

Client Guests Impacted

+250

Collective Years Experience

+450K

Hours spent in Strategy, Design, Marketing and Analytics

In addition to the strategy and design work we do for our clients, the Design Studio also serves as a Center of Excellence within Maritz for the following:

- Way of thinking and speaking about the work we do
- Education arm that leads culture-based experiences such as the Master Designer program
- Applying human sciences throughout Maritz
- Catalyst and connection point for company-wide innovation within Maritz
- Research arm within Maritz
- Center for Wellbeing and Sustainability initiatives
- Design and solution hub for clients and colleagues
- Leader in 'what's next' in terms of strategy and trends.



Maritz Master Designers

Master Designers are a select group of Maritz employees that have completed advanced training in the art of design thinking and are responsible for design strategies into the organization.

Master Designers are agents of change that accelerate our growth into a design-driven company. They are a key source of current and future leaders for Maritz.

Master Designers are curious and self-driven. They are empathetic and self-aware. They are exceptional communicators with internal credibility throughout the organization. Master Designers are agents of transformation and push the limits of provocation.

About the Maritz Master Designer Program...

- Program is held once a year.
- Anyone who is interested can apply. Must submit three recommendations.
- Maximum of 16 are selected each year across all of Maritz
- Participate in an immersive, one-week training workshop
- Serve as a Master-in-Training for an entire year, completing an extensive design project and other graduation requirements
- Graduate and become part of the Community of Designers at Maritz



Designer Responsibilities

- Generate opportunities for design changes and initiatives within the organization
- Co-design with Design Studio on projects and ideas
- Identify and recognize ongoing design within the organization
- Serve as a design leader and mentor others on their design journey
- Share knowledge and point-of-view with colleagues, partners and clients
- Maintain certification through ongoing, education, projects, etc.



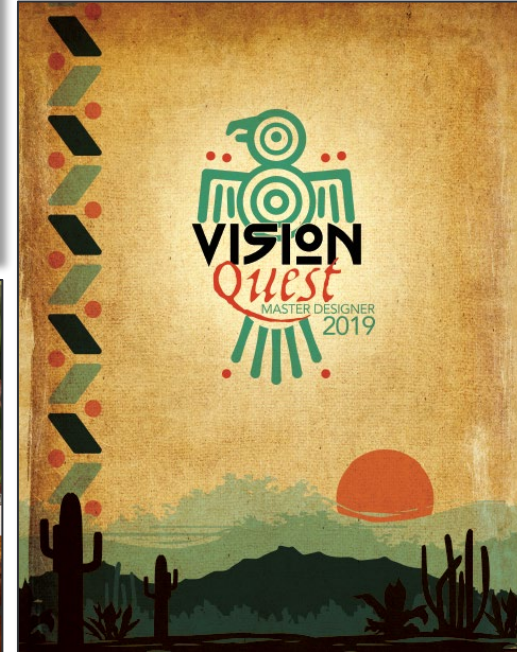
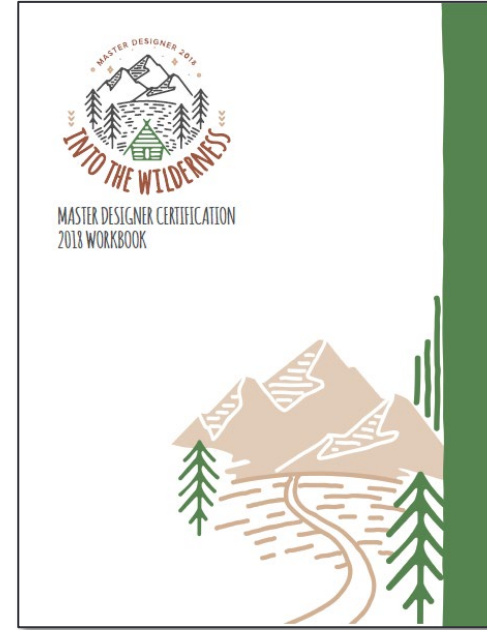
Master Designer Curriculum

- I. The Power of Design Thinking
- II. Behavioral Sciences
- III. How to Behave Like a Designer
- IV. Creating Experiences
- V. Design Process: Tools and Application

SCIENCE

BEHAVIOR

PRACTICE

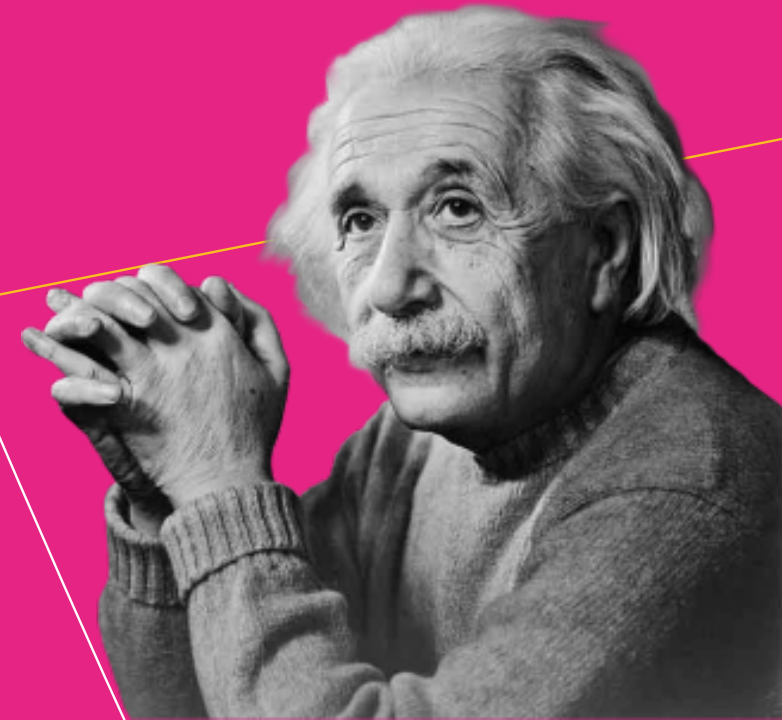


Like no other

Part I: Design Thinking

“We can’t solve problems by using the same sort of thinking we used when we created them.”

Albert Einstein





Outperform S&P Index

Design-focused Companies Annually Outperform The S&P Index. An investment tool called The Design Value Index shows companies that integrate design thinking into corporate strategy outpace industry peers by as much as 228%.



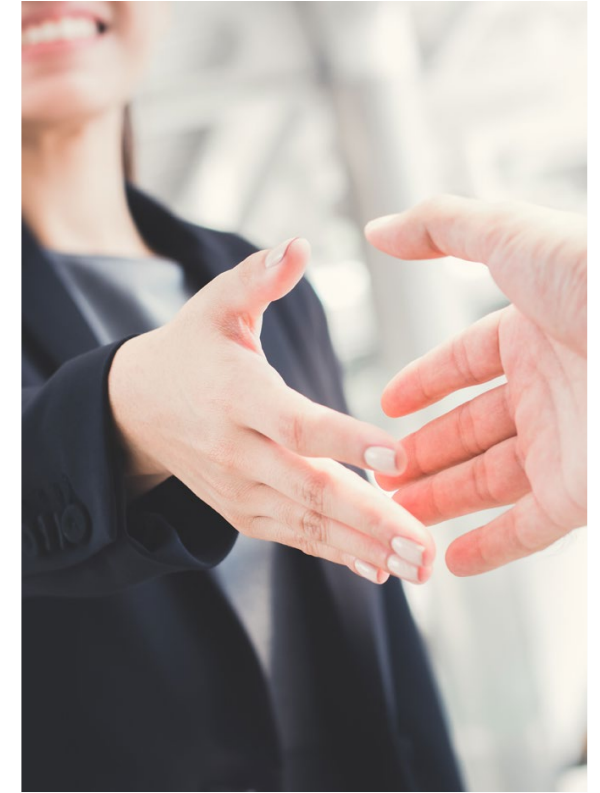
Higher Revenue & Returns

Design thinking companies have higher revenue and better shareholder returns. Data from McKinsey shows how organizations that regularly follow design thinking practices see a third higher revenues and 56% higher returns than those that don't.



Improves Culture

Design doesn't just improve products, it improves corporate culture. 71% of companies say design thinking has improved the working culture at their organizations and 69% say it makes their innovation processes more efficient.



Greater Client Loyalty

Customer focus drives greater customer loyalty and market share. Half of design-led companies surveyed by Adobe say design thinking results in more satisfied and loyal customers and 41% report greater market share as an advantage of having advanced design practices.

Design-led Organizations



Have a human-centered approach



Have a strong company vision



Start with empathy and understanding



Believes that design is everyone's job



Employ processes and tools to measure and drive performance



Constantly learn, test, measure and iterate

Design thinking is a **human-centered, problem-solving approach** that encourages **creativity** and **innovation** across various fields and industries. It is a **mindset** and a process that **empowers** individuals and teams to tackle complex challenges, develop meaningful solutions, and create **positive change**.

At its core, design thinking is about **understanding** people's needs and experiences, and using **empathy** as a driving force for problem-solving. It goes beyond traditional problem-solving methods by placing the end-user at the center of the design process. By deeply understanding the needs, desires, and pain points of the people we aim to **serve**, we can uncover **valuable insights** that lead to more relevant and **impactful solutions**.

Our Definition of Design

Design is a practice that uses people-centered insights and leading science-based principles to design transformational experiences.



Practice

Design is not a skill, but a practice. It's a mindset that you apply every day to every task.



People

People are at the heart of everything.



Science

You can't design for people unless you understand them at the most basic, biological and scientific level.



Experience

It's not about the destination, it's about creating an experience through the journey.



Intention

Design means creating and acting with intention.

Design Thinking Mentality

At Maritz, our culture comes from within. We believe that building a better culture translates to better lives for all of us: our employees, our clients, our partners and our communities.

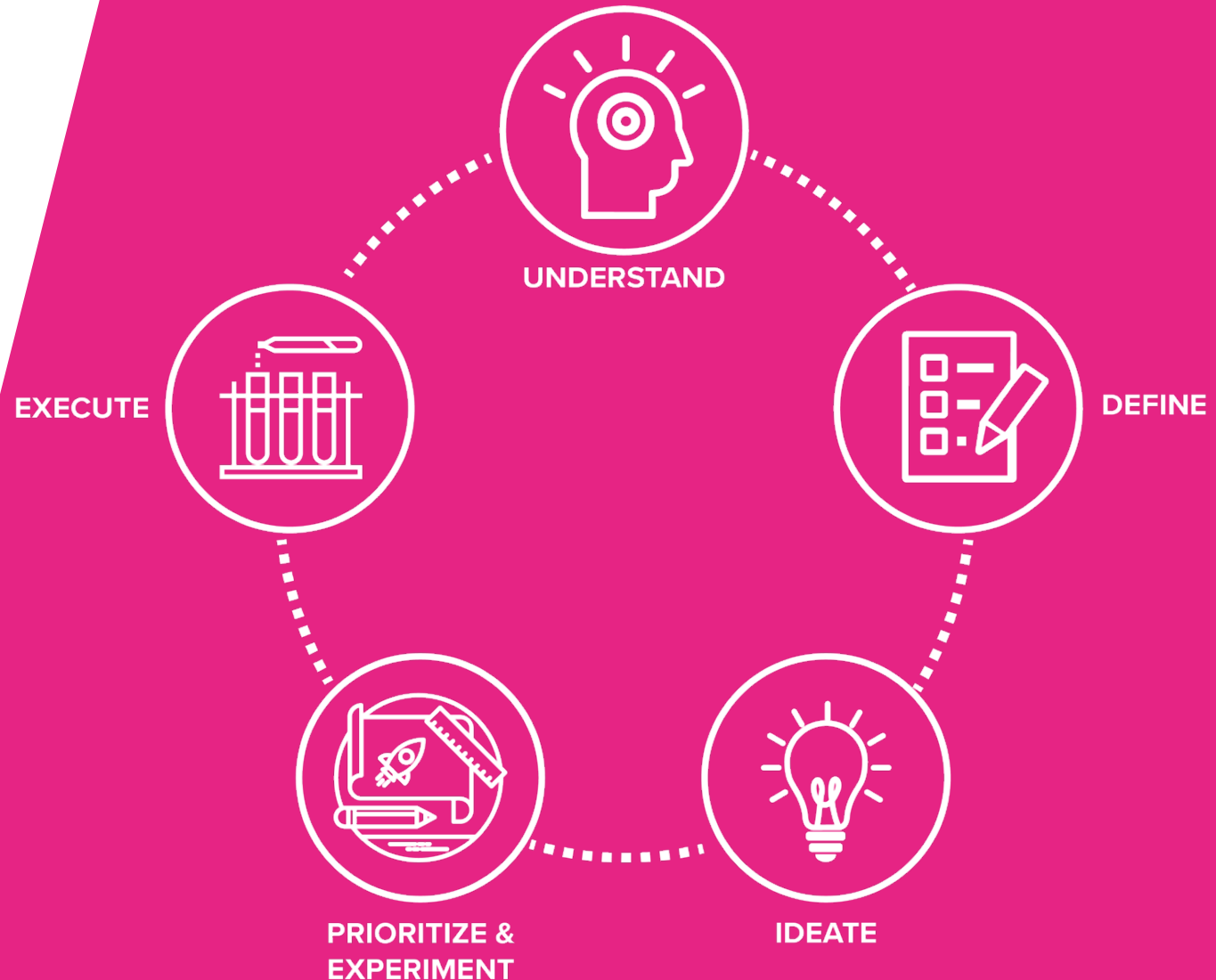
Our signature value: First, take good care of each other

This isn't something we say, it's what we do. It guides our decision-making, our work ethic and our view of success. We celebrate diversity where everyone feels valued and heard. We evolve with our people by listening and acting on what they need to be successful. This is our commitment to each other every day.

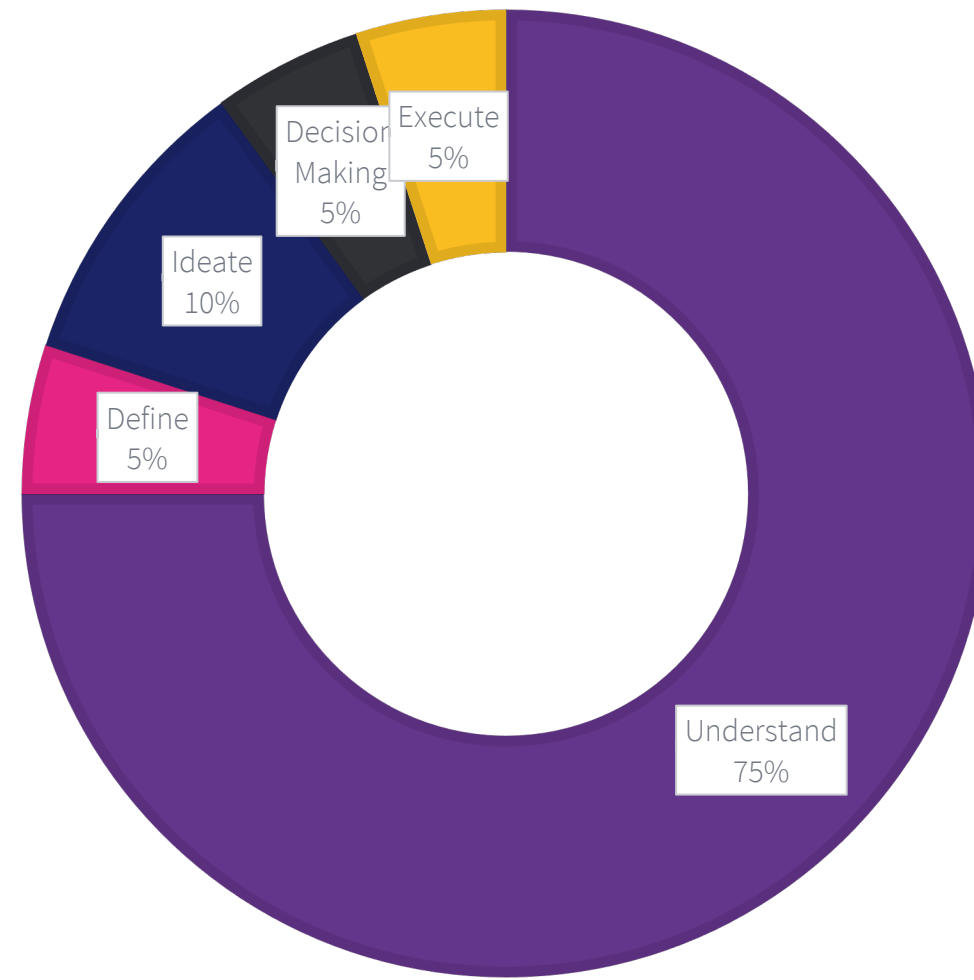
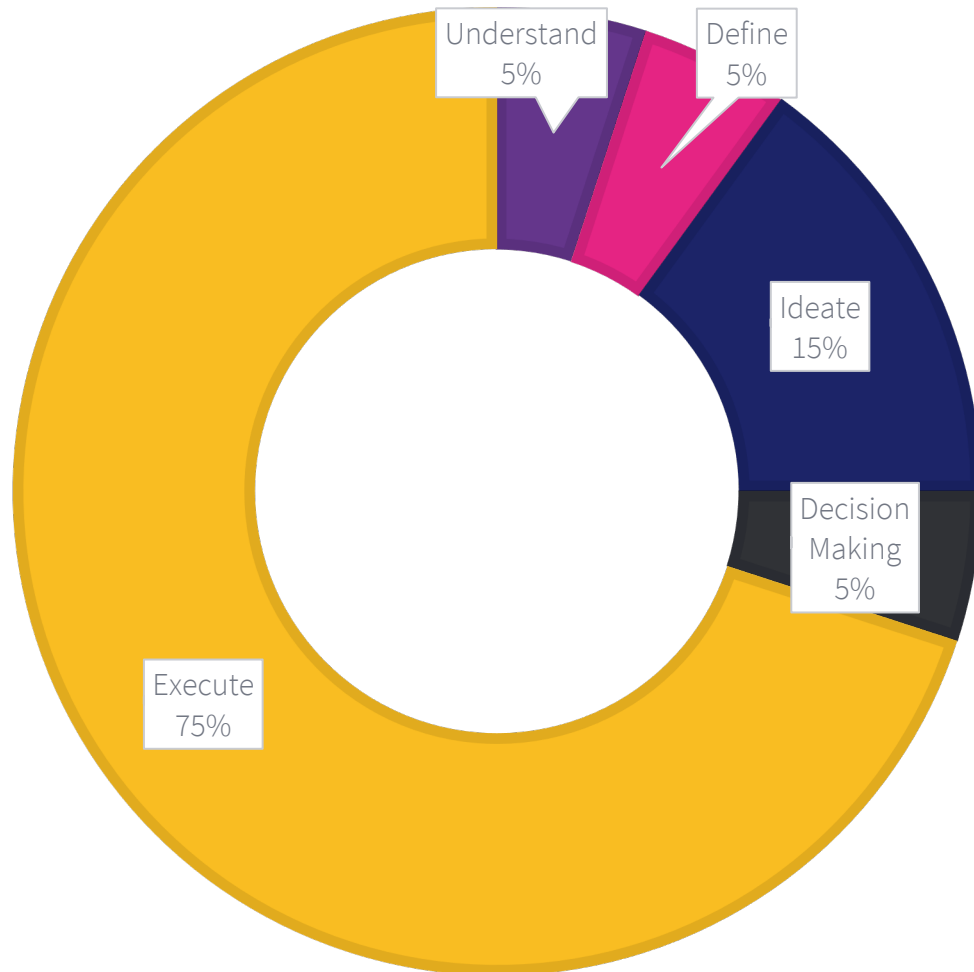
Our cultural philosophy: Unleashing human potential

All people deserve the opportunity to live up to their fullest potential. Maritz fosters a workplace of inclusion and stands for equality for everyone. We strive for everyone to feel joy and fulfillment at work and through our work. This commitment drives us forward each day.

Design Thinking Model



Design Thinking before Design Doing



Like no other

Part II: The Science of Understanding People

“People will forget what you said. People will forget what you did. But people will never forget how you made them feel.”

Maya Angelou



People Principles

A distilled point-of-view of social sciences, wrapped up in a simplified way to understand people and their behaviors and motivations. [including models]

Design Principles

A principle based in science used to design connection and more meaningful experiences.

Heuristics

Heuristics are mental shortcuts used to arrive at decisions quickly. Heuristics are simple strategies that humans, animals, organizations, and even machines use to quickly form judgments, make decisions, and find solutions to complex problems.

Cognitive Bias

A systematic error in thinking that occurs when people are processing and interpreting information quickly.



Science-Based People Principles

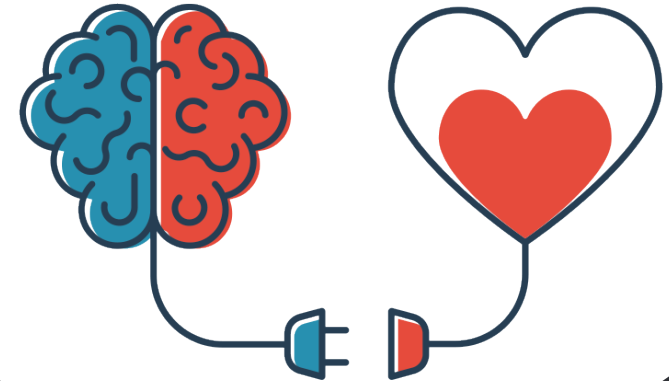
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People are driven by multiple motivators.



1

People are both Rational and Emotional.



2

People are both individual and social.



Multiple Motivators



Design Principles



Simplicity

Keeping things simple and coherent increases the chances of long-term memory. Our brains are always evaluating how interesting a message is versus how difficult it is to process. We prefer messages that deliver the greatest interest with the least amount of effort.



Shared Identity

When you create a 'shared identity' at the level of values and ideals, it strengthens bonds between an organization/event and its stakeholders. **Build elements that are consistent with the organization's core values.**



Novelty

Novel experiences trigger a new way of seeing and remembering. Most of the time, the human brain is on 'auto-pilot'. When you want people to do something different, you must break the pattern and awaken a different way of thinking. Your goal: surprise and delight.



Storytelling

Compelling Stories evoke both empathy and action, and therefore memory. Storytelling is a powerful tool to capture people's interest on both rational and emotional thinking levels. Look for ways to convert "information" into engaging stories.



Status

People are both rationally and emotionally motivated to retain and increase their status. **Creating experiences that provide a sense of exclusivity activate our sense of status.**



Peak-End Rule

If you want to create an experience people will remember and experience again, carefully design peak experiences that activate positive emotions. **People tend to remember peak experiences – short periods of intense joy – more than longer periods of moderate happiness.**



Scarcity

That which is in short supply seems much more valuable. Scarcity adds interest, creates urgency and boosts participation.

Heuristics



Social Proof

Especially where a situation is new or unfamiliar, people tend to follow the patterns of the majority and others they see as similar to themselves.



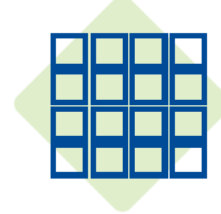
Picture Superiority

Pictures and images are more likely to be remembered than words. Vision has been shown to enhance various types or recall, recognition, and memory.



Defaults

People tend to stay with the defaults in a variety of domains. Therefore, the choice of which option is the “default” in any given situation is incredibly important.



Choice Overload

Too many options leads to decreased satisfaction with the decision and increased regret. It also decreases the amount people are willing to decide at all.



Operational Transparency

People enjoy experiences more when they can see the labor that goes into them - especially during wait times.



Photos & Memory

Taking photos during an event helps people visually recall an experience.



Groups of 4

Naturally emerging conversations seem to have an upper limit of 4 participants before they break apart into sub-conversations.

Cognitive Bias Exercise

Priming

The **priming** effect occurs when an individual's exposure to a certain stimulus subconsciously influences his or her response to a subsequent stimulus.



Cognitive Bias



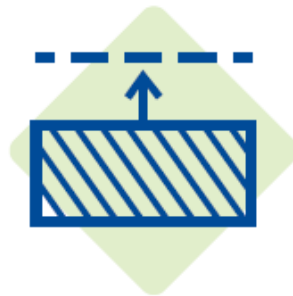
Availability Heuristic

The tendency to overestimate the likelihood of events with greater “availability” in memory, which can be influenced by how recent the memories are or how unusual or emotionally charged they may be.



Confirmation Bias

The tendency to search for, interpret or recall information in a way that confirms one’s beliefs or hypothesis.



False Consensus

The tendency for people to overestimate the degree to which others agree with them.



Illusion of Truth

The Illusion of Truth Effect is the tendency to believe information to be correct after repeated exposure.



Bias Blind Spot

The ability to identify bias in others easier than in oneself.

Part III: Behaving Like A Designer

“Vulnerability sounds
like truth and feels like
courage.”

Brene Brown

Like no other



What Makes a Great Designer?

Great designers have a high Emotional IQ and Self-Awareness

Great designers know it's not about them.

Great designers are great connectors.

Great designers are empathetic.

Great designers give and receive feedback.

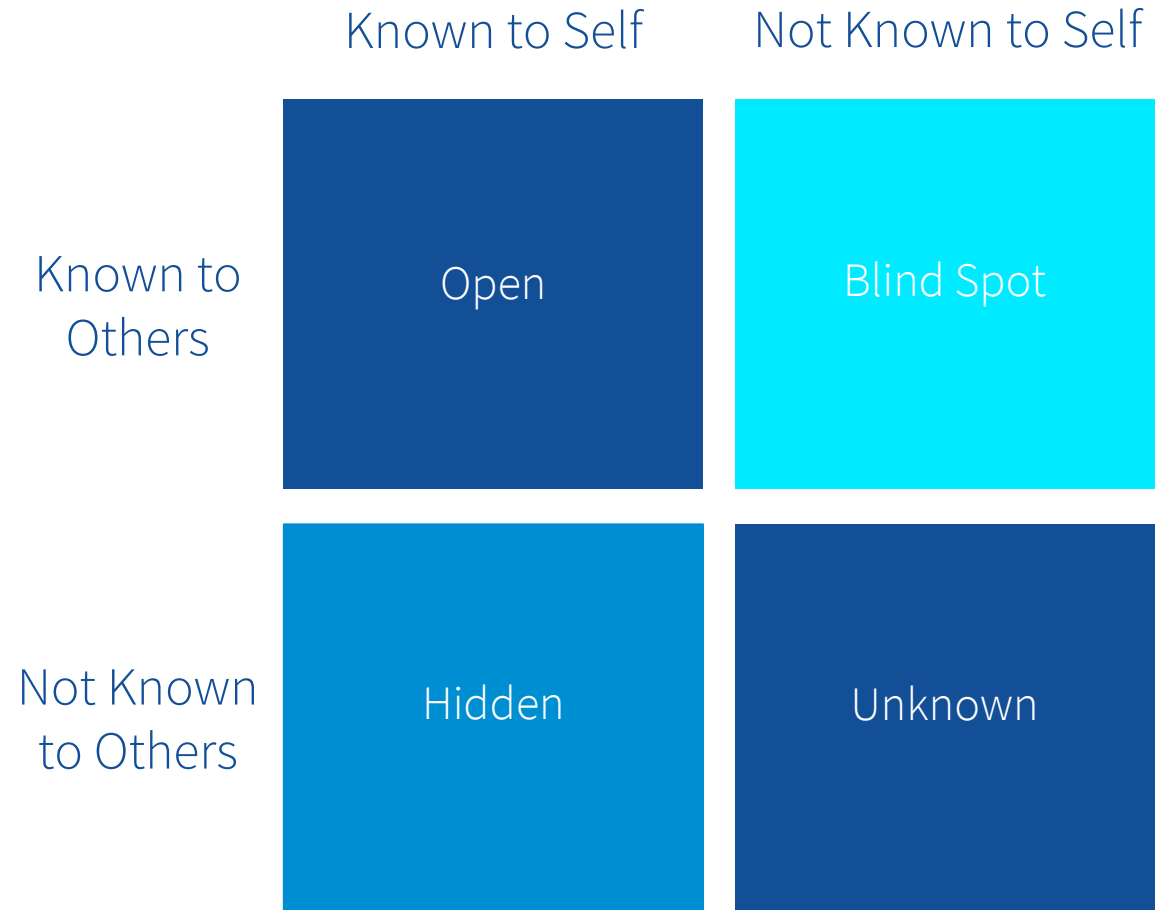
Great designers build teams based on thinking styles.



Self-Awareness

The **Johari Window** is a technique designed to help people better understand their relationship with themselves and others.

It was created by psychologists Joseph Luft and Harrington Ingham in 1955 and is used primarily in groups and corporate settings as a heuristic exercise.



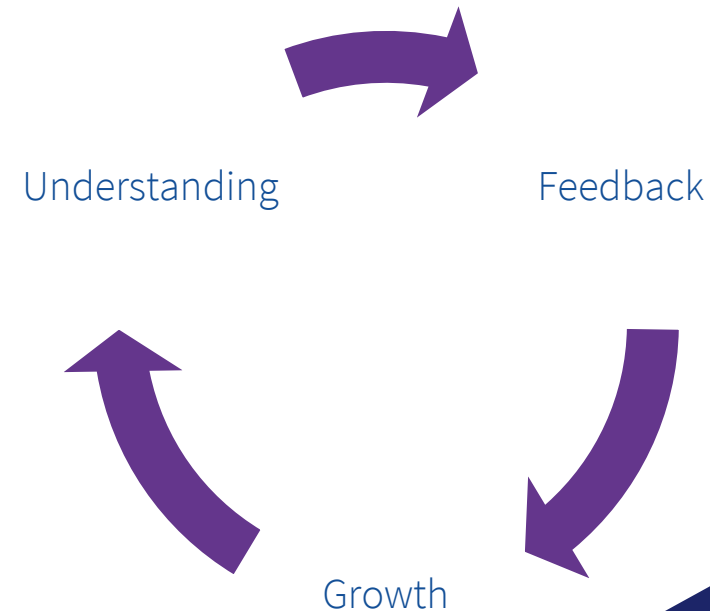
Feedback Cycle

Personal Growth

- Feedback is the only way to build external self-awareness. When you stop gathering feedback, you stop growing and thereby, stop being self-aware.
- Feedback is tied to curiosity, openness and self-growth.
- Feedback is inherently tied to learning (and recognition). Feedback improves learner confidence, motivation to learn and ultimately, a learner's attainment.
- Feedback can elicit uncomfortable feelings. Sitting with uncomfortable feelings is how resilience is built.
- Feedback can confront strongly held beliefs and cognitive biases. It challenges our perceptions and the status quo.
- Feedback is a vulnerable act and vulnerability is how we connect with one another.

Organizational Growth

- Feedback can measure the strength of the relationship and overall satisfaction.
- It identifies areas of improvement in your products and services.
- Feedback enhances customer loyalty.
- Feedback improves customer retention.
- Feedback is associated with happier customers.



Feedback is the only way to understand the gap between customer satisfaction and customer sacrifice.

Customer Satisfaction... “the difference between what a customer expects and what the customer perceives he gets.”

Customer Sacrifice... “the difference between what a customer settles for and what he wants exactly.”

Customer Sacrifice



Like no other

Part IV: Experiences

“An experience is a set of memorable moments, that are inherently personal, that unfold over time.”

Jim Gilmore

*Author of *The Experience Economy**




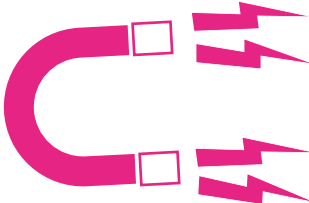








Beyond
Better
sameness

Design the Journey



Designing the Journey

Announcing Capture Attention 	Attracting Woo the Right Audience 	Anticipating Build Excitement 	Arriving Navigating to Destination 
Entering Reset the Intention 	Engaging Environments of Engagement 	Exiting Signature Moments 	Extending Recall and Relive 



Announcing

Capture Attention

How do we capture the attention of the audience we wish to engage?

How are we building excitement?

What is that announcing experience like?



Attracting

Wooing the Right Audience

How are we attracting and motivating the audience?

Are we getting the audience we want? Why / Why not?

Are we extending our reach to those that may not typically be able to attend?



Anticipating

Build Excitement

This phase is about setting expectations and **eliminating disappointment**. This is the phase when guests make the decision to attend.

What's the first thing you decide when you decide you're going to an event? "What do guests need to know?"



Arriving

Travel to the Event

When guests travel to an event, they get into some mode of transportation, which is totally out of your control. However, it's important to understand what could happen during this phase that might affect the overall experience.

Are you providing the right avenues of support?

As guests navigate to the event, are you providing accessibility to what they need, and is it user-friendly?



Entering

Resetting Intention

What are guests experiencing as they transition into the event?

Are you humanizing the experience?

Are we making things personal?



Engaging

Environments of Engagement

Immersing guests in environments that engage, evoke emotion and create memories.

Are we creating opportunities for meaningful moments?



Exiting

Signature Moments

Signature moments can greatly impact a guests' memory of their experience. We usually do a great job of saying hello but tend to forget that saying good-bye is an opportunity to forge a lasting impression.

Are we putting a bow on the event experience and closing it appropriately? What is the last thing the audience is experiencing?



Extending

Recall and Relive

Reinforcing the investment guests made by putting in the work to extend the life of the event.

Are we giving guests a nudge to act on the ideas, lessons or commitments they considered during the event?

Are we thinking about what can be done down the road to create rich experiences all over again?

Eight Phases - Design the Journey

PERSONA NAME _____

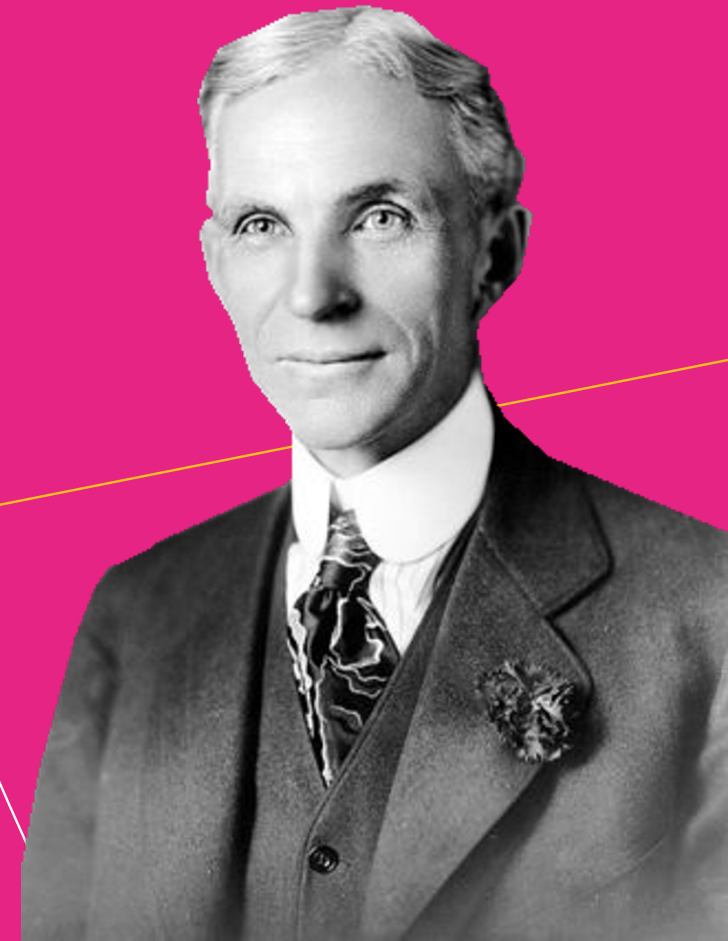
Announcing	Attracting	Anticipating	Arriving
Entering	Engaging	Exiting	Extending

Like no other

Part V: Process & Application

“Nothing is particularly hard if you divide it into small jobs.”

Henry Ford



Design Thinking: Understanding Phase

Understanding Phase

- I. What is the problem to be solved?
 - I. Is the problem well defined? What's the root cause?
 - II. Can the problem be phrased as a question?
- II. Who is the audience?
 - I. Who are the stakeholders? Who will be making decisions throughout the process?
 - II. Who am I designing for? Who is the target audience?
- III. What is the current state?
 - I. What are the facts?
 - II. What are the existing emotions, behaviors and motivations at play?
 - III. What data exists that needs to be reviewed and analyzed?
- IV. Where are the knowledge gaps?
 - I. What are the assumptions that need to be tested?
 - II. What areas need to be investigated?
 - III. What is the best way to gather additional information that is needed?

Mind Map
5 Whys

Stakeholder Outline
Personas*
Empathy Maps*
Journey Maps*
Customer Sacrifice

Current Facts
Observation Analysis
Journey Map
8 Phases – Evaluation*

Research Plan
Interviews



Design Thinking: Defining Phase

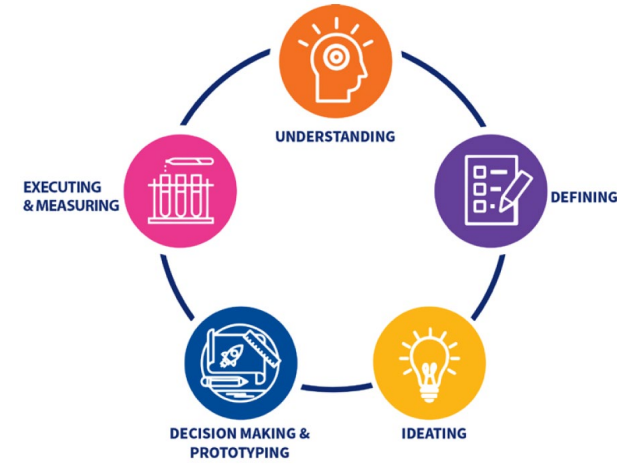
If the Understanding Phase is about gathering information, the Defining phase is about applying the information into consumable pieces.

The goals of the Defining Phase are to articulate, communicate, gain alignment, and set a direction.

The Defining Phase seeks to answer the following questions:

What is our design criteria?

What's our point of view?



Strategic Event Framework

1 Your Brand

Every event experience is a reflection of the brand. All aspects of the event experience should reinforce your brand personality, to do that we utilize the Strategic Event Framework that follows.

Mission
WHO YOU ARE
Brand Promise
Brand Pillars
Brand Foundation
Brand Personality



2 Statement of Intent

A statement of intention says why you do what you do.

WHY YOU DO WHAT YOU DO

3 Organizing Principle

An organizing principle is one or two words that capture the essence of the event, it's the "why." It is not a marketing phrase or slogan. Its purpose is to provide a frame for design, a guiding principle or standard to evaluate event elements.

HOW YOU GET THERE

4 Business Outcomes

Define five business outcomes. What does the business want the event experience to deliver? These outcomes are then translated into guest impressions or people outcomes.

Shared Values

5 Guest Impressions

Guest Impressions or People Outcomes become the program narrative, the story the guest use to describe their experience when telling others.

WHAT YOU DO AND HOW YOU MEASURE IT

Strategic Event Framework

YOUR BRAND

What does your brand stand for?

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Well-Defined Brands



Strategic Event Framework

STATEMENT OF INTENTION
A one sentence explanation of why you do what you do.

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Statement of Intent



Delivering happiness to customers, employees and vendors.



To make people happy.



To organize the world's information and make it universally accessible and useful.



To fulfill dreams through the experience of motorcycling.



Capture and share the world's moments.



To help people around the world realize their full potential.



If you have a body, you are an athlete.



Making the world more open and connected.

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ORGANIZING PRINCIPLE
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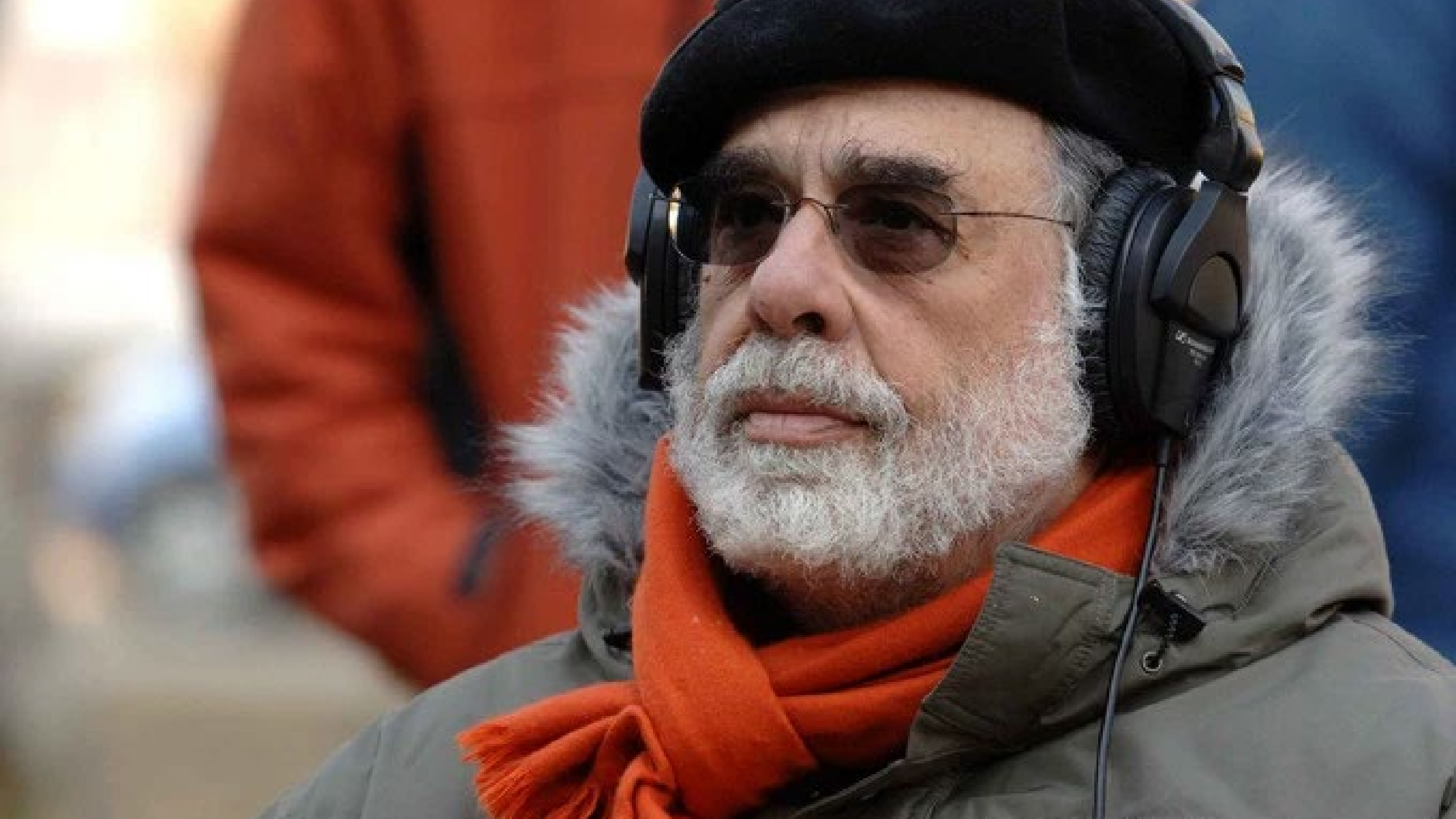
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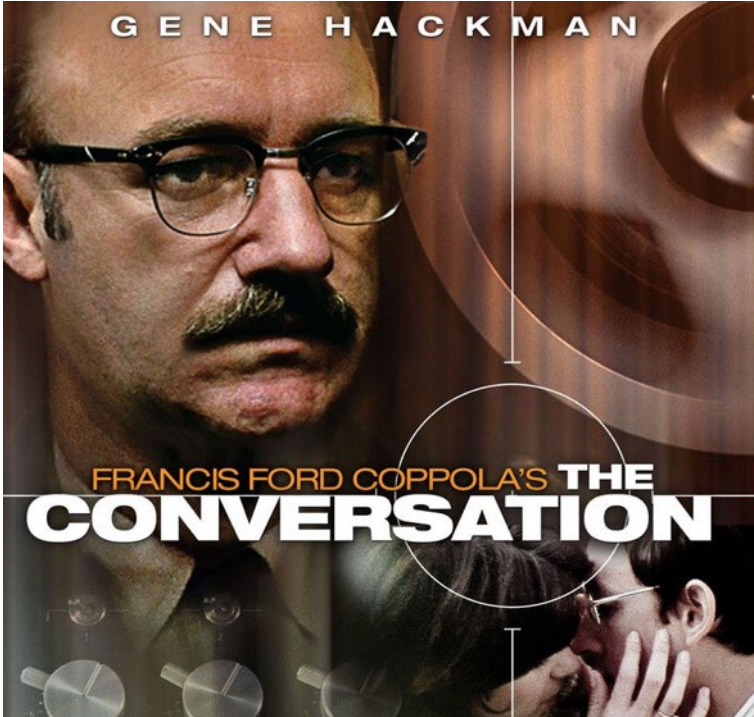




Succession



Morality



Privacy

“

It's only by saying
no that you can
concentrate on
the things that are
really important.

”

-- Steve Jobs



Strategic Event Framework

BUSINESS OUTCOMES

What does the business want to achieve through the experience?

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Strategic Event Framework

GUEST IMPRESSIONS
What are the stories you want people to tell others about their event experience?

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Strategic Event Framework

SHARED VALUES

What are the values that are shared between the business and the guest/audience?

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“Forging a clear path to the future of events, together”

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Courage

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Bring the Maritz brand to life profoundly

Advance ‘best partner’ status with every client.

Empower every guest by enhancing the skills, knowledge, and connections they need to succeed

Demonstrate the power of taking BIG risks and conducting experiments

Advance wellbeing practices to the benefit of all stakeholders.

Shared Values

Confidence

Maritz is truly is my best events partner

Partnership

I trust my Maritz team to be my advocate and partner

Expertise

I’m much better equipped to thrive in this dynamic business environment

Risk-taking

Copy and paste is a thing of the past

Balance

Wellbeing at events advances professional and personal excellence

5 Guest Impressions

Guest Impressions or People Outcomes become the program narrative, the story the guest use to describe their experience when telling others.

Like no other

Think like a designer.
Behave like a designer.
Practice like a designer.

Empathy Map

Persona Name	I think / I feel...	I hear...
Description		
Attitudes	I see...	I say / I do...
Behaviors		
Beliefs	I fear / I'm frustrated by...	I want / I need / I measure success by...

Journey Map worksheet

Phases

1	2	3	4	5	6	7	8




Emotional
High

Neutral

Emotional
Low

A large empty rectangular box for plotting the journey map. The box is divided into two horizontal sections by a single line. The top section is labeled 'Emotional High' and the bottom section is labeled 'Emotional Low'. The 'Phases' row above the box is numbered 1 through 8, corresponding to the columns of the box.

8 Phases Evaluation

	ANNOUNCING	ATTRACTING	ANTICIPATING	ARRIVING	ENTERING	ENGAGING	EXITING	EXTENDING
	Capture Attention	Woo The Right Audience	Eliminate Disappointment	Travel Destination	Reset The Intentions	Environment for Engagement	Signature Close	Recall and Remember
								
								
								

Project/Event _____

Strategic Framework

Brand

Statement of Intent

Organizing Principle

Business Objectives

Shared Values

People Impression

Business Objectives	Shared Values	People Impression

Eight Phases Brainstorming

ANNOUNCING	ATTRACTING	ANTICIPATING	ARRIVING	ENTERING	ENGAGING	EXITING	EXTENDING
Capture Attention	Woo The Right Audience	Eliminate Disappointment	Travel Destination	Reset The Intentions	Environment for Engagement	Signature Close	Recall and Remember

Thank you