



# EVENT DESIGN

*handbook*

Systematically design innovative  
events using the Event Canvas

# Event Design Handbook Systematically Design Innovative Events Using The Eventcanvas

**Dorothe Gerritsen, Ronald van Olderen**



## **Event Design Handbook Systematically Design Innovative Events Using The Eventcanvas:**

Event Design Handbook Roel Frissen,Ruud Janssen,Dennis Luijer,2016-08-21 Event Design Handbook allows teams to code and decode success and failure of events using the ground breaking EventCanvas **Events as a Strategic Marketing Tool, 2nd Edition** Dorothé Gerritsen,Ronald van Olderen,2020-03-19 Fully updated and with new case studies throughout this second edition reviews the way organizations use events to connect with their visitors It covers the development of the experience economy the steps from strategy to concept event design and touchpoints It also considers the areas of marketing within which experiences play a role such as branding relationship marketing and city marketing Concluding with a chapter on effect measurement and evaluation and including a wealth of internationally relevant examples the book gives a thorough insight into the way events can help reach strategic marketing goals ECGBL 2019 13th European Conference on Game-Based Learning Lars Elbæk,Gunver Majgaard,Andrea Valente,Saifuddin Khalid,2019-10-03

**The Freelancer's Guide to Corporate Event Design: From Technology Fundamentals to Scenic and Environmental Design** Troy Halsey,2012-10-02 Freelancer s Guide to Corporate Theatre and Event Production tentative title will bring you up to speed on the ever changing and growing industry of Corporate Theatre Written by one of the industry s leading designers this book uses a candid and straight forward style to guide you through the process of designing a successful event Learn the fundamentals of venue selection rigging lighting audio video and scenic design with informative diagrams and detailed illustrations With the help of this book you will learn how to plan design and execute events of any size Additionally you will be armed with a strong knowledge of common mistakes tips and tricks and industry standards that will allow you to build and train a production team prepared for just about anything **The Fundamentals of Event Design** Vladimir Antchak,Olivia Ramsbottom,2019-12-05 The Fundamentals of Event Design aims to rethink current approaches to event design and production The textbook explores the relationship between event design and multiple visitor experiences as well as interactivity motivation sensory stimuli and co creative participation Structured around the key phases of event design the book covers all the critical dimensions of event concepting atmospherics the application of interactive technologies project management team leadership creative marketing and sustainable production The concepts of authenticity creativity co creation imagineering and storytelling are discussed throughout and practical step by step guidance is provided on how to create and deliver unique and memorable events The chapters include industry voices offering real life insight from leading international event practitioners and individual and or team assignments to stimulate learners creativity visualisation and problem solving This is the first textbook in event design that integrates areas of anthropology social psychology management marketing graphic design and interactivity Focusing on bringing theory into practice this is essential reading for all Events Management students *How To* Cathy Xiao Chen,2024-11-18 In HOW TO CREATE SUCCESSFUL EVENTS TO GROW YOUR BRAND Cathy Xiao Chen introduces The Business Event Canvas a

powerful new approach to designing business events with purpose and precision Developed from her years of experience managing impactful events Cathy s framework simplifies the complexities of event planning making it accessible to professionals across industries This book offers a step by step guide for crafting events that not only engage but also deliver measurable business outcomes From defining your event s core objectives and aligning with company goals to building targeted communication plans and post event strategies Cathy provides a clear path to success Packed with data driven insights and practical tools The Business Event Canvas transforms event planning from a logistical challenge into a strategic opportunity ensuring every detail contributes to your brand s success Whether you re an event manager marketing professional or business leader this book equips you with a structured approach to creating unforgettable events that drive impact and leave lasting impressions

*Event Planning* Judy Allen,2009-04-16 This bestselling all in one guide to the event planning business is back and better than ever fully updated and revised to reflect the very latest trends and best practices in the industry This handy comprehensive guide includes forms checklists and tips for managing events as well as examples and case studies of both successful and unsuccessful events Judy Allen Toronto ON Canada is founder and President of Judy Allen Productions a full service event planning production company

[The Non-Obvious Guide to Event Planning 2nd Edition](#) Andrea Driessen,2022-09 Let s face it Most events are boring But they don t have to be This highly actionable fast reading guide is chock full of unconventional unborifying tools ideas and strategies to help you design more captivating and unmissable events for less money and in less time Whether a veteran newbie or accidental event planner you ll learn fresh strategies to smartly select speakers manage logistics set a content road map as well as plan and execute rave worthy events of all types Inspired by decades of delivering everything from large scale corporate events to multiple TEDx gatherings this fun practical book will transform how you plan your next event no matter how large or small Any event can become irresistibly engaging This book will show you how

SALLY HOGSHEAD New York Times bestselling author and CEO of How to Fascinate Fun creative and pragmatic insights on the why and how of strategic event design LORIE THOMAS Certified Meeting Professional Certified Meeting Manager Executive at SHWorldwide Events in Seattle WA The tips and tools in this guide will make any event more impactful and engaging BRIGETTE GROSS Corporate Events Manager A sampling of what you ll learn in this guide Why are some events memorable while others are forgotten immediately How can you conquer distraction and truly engage participants What does it really take to uncover the most inspiring speakers negotiate their participation and create a memorable event What do TED Talks teach us about events How can your events be more innovative How can you handle logistics like a pro and manage unrealistic timelines implausible goals and results hungry stakeholders What if attendees remember nothing It s highly probable unless you do something different How can you think outside the slide BONUS This guide also gives readers quick and easy access to robust online resources including a reusable Content Map videos and planning templates that streamline and simplify event planning

**The Business of Event**

**Planning** Judy Allen,2010-04-26 Practical tools and expert advice for professional event planners Before planning an event there is much that must be done behind the scenes to make the event successful Before any thought is even given to timing or location of the event before the menus are selected and the decor designed there are proposals to be written fees and contracts to be negotiated and safety issues to be considered This book takes you behind the scenes of event planning and explains every aspect of organizing and strategic planning This book will be of value to both the professional event planner and to clients who are dealing with planners Its comprehensive coverage includes how to prepare winning proposals and how to understand them if you are the client how to determine management fees negotiating contracts safety issues designing events in multicultural settings and new technology that makes operations more efficient such as online registration and response management database project management tools The book also includes practical tools such as sample letters of agreement sample layouts for client proposals forms and checklists Professional event planner Judy Allen offers first time or professional event planners all the top class advice they need to make their special events come off without a hitch

*Events Design and Experience* Graham Berridge,2007-02-07 For the first time *Events Design and Experience* draws together the relationship between event design and the experience of consumers and participants It explores and analyses the event experience of the individual and how this can be controlled by design By drawing upon ongoing research conducted over several years into the experiences of groups and individuals who attend events this text will ask questions such as What was the rationale behind a particular event being designed in a certain way What was the actual experience of consumers How was the event materially delivered and did the experience created provide a satisfactory outcome How can experiences be understood via semiotics especially the physical elements of an event Structured in four sections *Events Design and Experience* discusses What are events An overall view of the industry its definitions and market demand It also covers an analysis of previous literature and draws upon real life events such as Wembley plc Leapfrog Corporate events and the British Cycling federation What is an event experience An explanation of the nature and stages of experience and the emergence of the experience industry itself Cases such as the Proms London Fashion week and the Nike Fun run are used to illustrate *Designing Experiences* Considers how design itself can impact upon the experience in some cases fundamentally changing the nature of experience It asks the question of how experiences are designed and what do they signify to the customer once complete *Analysing Event Experiences* Considers how experiences can be analysed and evaluated looking at the artificiality of the event and how this reflects in the experience of consumers Also includes a review of the psychological processes of perception and interpretation and how meaning and experience can be analysed and how we may begin to unravel the meanings attributed to certain events With international case studies throughout *Events Design and Experience* has a coherent user friendly structure including chapter summaries review exercises and topics for discussion to consolidate understanding Event Design Greg Richards,Lénia Marques,Karen Mein,2014-10-10 Events are becoming more complex

as their range of functions grows as meeting places creative spaces economic catalysts social drivers community builders image makers business forums and network nodes Effective design can produce more successful business models that can help to sustain cultural and sporting activities even in difficult economic times This process requires creative imagination and a design methodology or in other words imagineering This book brings together a wide range of international experts in the fields of events design and imagineering to examine the event design process It explores the entire event experience from conception and production to consumption and co creation By doing so it offers insight into effective strategies for coping with the shift in value creation away from transactional economic value towards social and relational value which benefit a range of stakeholders from the community to policy makers Mega events small community events business events and festivals in eight different countries are examined providing an international view of social issues in event design A wide selection of current research perspectives is employed integrating both theoretical and applied contributions The multidisciplinary nature of the material means that it will appeal to a broad academic audience such as art and design cultural studies tourism events studies sociology and hospitality

**Confessions of an Event Planner** Judy Allen, 2009-08-26 For anyone planning events student novice or experienced professional *Confessions of an Event Planner* is an apprenticeship in a book This insider's guide takes you on a narrative journey following a fictional event planning company that stages various types of events around the world for many different clients While other books college courses and training programs give you the theory and how to of the profession *Confessions of an Event Planner* reveals the real world of event planning and what can happen usually the unexpected on an event program when actual participants are added to the event planning design and execution mix In a climate of media scrutiny and corporate scandals event planners must be masters of discretion knowing how to avoid and deal with everything from sexual romps to financial shenanigans to chainsaw wielding salesmen dead set on re landscaping the grounds of the resort they're staying at From an event planner who's seen it all and knows how to deal with it all comes practical first hand advice delivered in an entertaining and accessible format Each chapter is set in a unique location with a cast of characters and a host of challenges and problems to overcome from the boardroom to the resort guest bedrooms Readers learn what they can come up against how to problem solve creatively on the fly get ideas for staging spectacular events and see the principles of event planning in action The scenario in each chapter is introduced by an outline of what will be covered in the chapter and each chapter concludes with a series of review questions to explore key issues and stimulate reflection or discussion for individuals or groups Ideal as a companion to Judy Allen's six other event planning books as a textbook in event planning courses or as a professional training tool *Confessions of an Event Planner* prepares planners for what they can expect once they start working in the world of corporate and social event planning and will help decision makers set company policies procedures and protocol and promote discussion about codes of conduct in the office and offsite

*Art of the Event* James C. Monroe, 2006 THE WILEY

EVENT MANAGEMENT SERIES The essential guide to making your events extraordinary Practical strategies for designing and decorating special events Event planners need professional caliber information that explains how to decorate a venue for a special event from assessing the client s decor needs and objectives to staying within a budget Art of the Event serves as the ultimate guide to designing and decorating events and celebrations from eight to 8 000 guests Written by James C Monroe a Certified Meeting Professional CMP and Certified Special Events Professional CSEP with decades of experience in special event design and decoration Art of the Event is divided into three comprehensive parts to help readers redefine the modern profession of event design Principles Processes and Practices examines aesthetics the design process and professional practices The Decorative Elements describes the various decorative elements that are used in special events and discusses how to use them in practical and specific ways The Universe of Special Events describes various types of events that the designer is asked to create and discusses the different requirements of each including nonprofit events corporate events social events weddings fairs and parades THE WILEY EVENT MANAGEMENT SERIES Series Editor Dr Joe Goldblatt CSEP THE WILEY EVENT MANAGEMENT SERIES provides professionals with the essential knowledge and cutting edge tools they need to excel in one of the most exciting and rapidly growing sectors of the hospitality and tourism industry Written by recognized experts in the field the volumes in the series cover the research design planning coordination and evaluation methods as well as specialized areas of event management *Event Planning and Management* Ruth Dowson, David Bassett, 2015-09-03 The events industry is an exciting innovative diverse and highly challenging environment in which to work Event Planning and Management offers a structured practical approach to all types of events from the initial planning to final evaluating stages It introduces the key models and theories but focuses on the practical side of building and working with a team choosing a location creating a programme dealing with stakeholders and sponsors promoting the event essential financial and procurement considerations and finally evaluating the event Each stage of the process is fully supported with online resources including templates and discussion questions to make up a complete event planner s toolkit Balancing coverage of the key theory and models with essential practical guidance tools and case studies from organizations such as London 2012 and the Prince s Trust Event Planning and Management is an ideal handbook for students and practitioners alike About the PR in Practice series Published in collaboration with the Chartered Institute of Public Relations CIPR the PR in Practice series comprises accessible practical introductions to day to day issues of public relations practice and management The series action oriented approach keeps knowledge and skills up to date *Events Exposed* Lena Malouf, 2012-01-03 Author Lena Malouf is a renowned expert in the special events industry She has won countless accolades for her work including a recent Lifetime Achievement Award from The Special Event and has served in major leadership positions in several industry organizations including as International President of the International Special Events Society and an advisory board member for The Special Event This book will feature straightforward advice on operating a successful

special events business gleaned from Malouf's 40 years in the event planning industry. The book will include guidance on developing a strategy, identifying potential clients, developing proposals, building an event budget, coordinating with contractors, and much more. And beyond the business components, the book will also include a section on designing successful events, including tabletop, ceiling, and wall decor. While a chapter on developing thematic concepts will illustrate how an event planner can successfully bring a theme to life, with full-color photos in two 8-page inserts and practical checklists throughout, this will be a must-have reference for industry professionals, special events students, and aspiring event planning professionals everywhere.

**Events Spark Change** Jennifer D. Collins Cmp, 2018-06-12. Because of an idea learned at a conference, the chronic homeless rate in Utah decreased by 91% over a 10-year period. A series of cocoa symposiums resulted in a first-ever sustainable cocoa farming plan for the continent of Africa. The next generation workforce of science, technology, engineering, and math is being built through a high school scholarship competition. What do these examples have in common? They were the product of an event. Have you ever considered that an event could change the world? **Events Spark Change** explores how to build strategic events to deliver powerful messages. Whether it's on your job or in your local community, organizations building an event can transform how to reach your target audiences and create memorable and life-changing experiences. Featuring real-life event case studies produced by Jennifer Collins' company JDC Events, readers will explore the ins and outs of how to build engaging, memorable, and successful events.

[International Best Practice in Creative Event Design](#) David W G Hind, Norol Hamiza Zamzuri, Noradzhar Baba, Zakiyah Hasan, Maria Arlene T. Disimulacion, 2023-04-12. Creative event design can be considered as a process that interprets the aims and objectives of an event to produce an event that is based on creativity, storytelling, participant experience, and engagement, artistic design, and digital technology. This book has been written as a practical book to help event students, faculty, lecturers, and professionals understand how to organize memorable events that are founded on the principles of creative event design. Using the concept of event design according to EMBOK 2021 and by paying attention to the characteristics of event design in the 2020s, technology, and virtual event design, this book is your one-stop shopping for designing a memorable event.

**Art of the Event** James C. Monroe, 2009-07-14. **Art of the Event** offers event planners a resource of professional-level information that explains how to decorate a location for a special event, whether it be large or small, lavish or simple.

[The Event Planning Toolkit](#) Linda Joyce Jones, 2020-11-12. **The Event Planning Toolkit** will help you rise to the occasion to plan and execute extraordinary meetings and events by getting organized, reducing time-wasting mistakes, and inspiring creativity. **The Event Planning Toolkit** provides the information you need to prepare and execute each aspect of your event with precision and enjoy the big day with less stress and fewer unpleasant surprises. It provides the assistance you need to make your event a real hit. Many people find the thought of planning an event to be an intimidating prospect. They think they're not organized enough or they don't have the experience required to pull it off. But whatever the occasion, the path to success is straightforward; it's a matter

of thinking through the details and using a proven strategy to create an action plan and execute that plan on time and on budget In this book you will not only learn how to manage your scope time and resources but also identify goals create a budget find the right venue assemble an effective team and much more Use The Event Planning Toolkit to uncover some juicy nuggets of information that you can apply to your next event and give you the courage and confidence take on any new project or assignment that comes your way Event Planning Made Easy Paulette Wolf, Jodi Wolf, Donielle Levine, 2005-05-11 Step by step guide to organising any event function gala or fund raiser It covers determining who what where when and how working out timing and location creating a project timeline and budget designing your event sorting out the last minute details and finally post event follow up

The book delves into Event Design Handbook Systematically Design Innovative Events Using The Eventcanvas. Event Design Handbook Systematically Design Innovative Events Using The Eventcanvas is an essential topic that must be grasped by everyone, ranging from students and scholars to the general public. The book will furnish comprehensive and in-depth insights into Event Design Handbook Systematically Design Innovative Events Using The Eventcanvas, encompassing both the fundamentals and more intricate discussions.

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4. In chapter 3, this book will examine the practical applications of Event Design Handbook Systematically Design Innovative Events Using The Eventcanvas in daily life. This chapter will showcase real-world examples of how Event Design Handbook Systematically Design Innovative Events Using The Eventcanvas can be effectively utilized in everyday scenarios.
5. In chapter 4, this book will scrutinize the relevance of Event Design Handbook Systematically Design Innovative Events Using The Eventcanvas in specific contexts. The fourth chapter will explore how Event Design Handbook Systematically Design Innovative Events Using The Eventcanvas is applied in specialized fields, such as education, business, and technology.
6. In chapter 5, this book will draw a conclusion about Event Design Handbook Systematically Design Innovative Events Using The Eventcanvas. The final chapter will summarize the key points that have been discussed throughout the book. This book is crafted in an easy-to-understand language and is complemented by engaging illustrations. It is highly

recommended for anyone seeking to gain a comprehensive understanding of Event Design Handbook Systematically Design Innovative Events Using The Eventcanvas.

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