

Your Event Journey Through Experience Design

During this unique proven process, you and your guests are front and center. The result is your event reimaged with your guests in mind, along with outlined business goals and objectives achieved.

Experience Design is designing your event with intention. Maritz Global Events has applied the latest in neuroscience and human behavior research to develop a **people-centered, science-based methodology**.

We deploy this methodology in our Experience Design Lab, getting to the heart of your guests' wants and needs while balancing your organization's goals and objectives. It's about alignment and better experiences for everyone.

HERE'S OUR EXPERIENCE DESIGN LAB PROCESS:

STEP 1

YOUR STARTING POINT

We work with you to identify the benefits an Experience Design Lab would have on your event. New to Experience Design? No problem, we'll help you get there.

STEP 2

VISUALIZING THE JOURNEY

Together we discuss your goals and objectives for the lab, as well as the organization's culture and its appetite for and risk of change.

STEP 3

PLOTTING YOUR BEST ROUTE

Our Experience Design facilitator customizes a plan for the lab based on our conversation with you. This plan maps out the conversation that will take place in the lab, ultimately helping to meet goals and objectives for your organization and your guests.

STEP 4

EMBARKING ON THE LAB

Our team jumps into two half-day sessions to guide the conversation and listen intently to your team's point-of-view. During the lab, we will work with you on these core pieces:

- Understanding Your Event
- Understanding Your Guests
- Developing a Strategic Framework
- Envisioning the Future
- Prioritizing for Success

STEP 5

ON THE ROAD TO EVENT SUCCESS

SUCCESSFUL EVENT AHEAD

Together with your team, we'll interpret the outcomes of the lab and develop a roadmap for event success.

Should you need additional resources, our Experience Design experts can help you implement the ideas that emerge from your Experience Design Lab with our Design Studio.

Start your journey to a better event.
Click here to book your Lab today!

Experience
Design

By Maritz Global Events

