CPG + Maritz TRAVEL®
A Maritz Global Events Company

RECIPE FOR EVENT SUCCESS:

DESIGN LAB

MIXING BUSINESS OBJECTIVES WITH PEOPLE IMPRESSIONS SERVES THE BEST RESULTS

CPG Agency and Maritz Travel harness the power of design to take brands beyond "Better Sameness" at their corporate events. Across two half-days at your HQ, a certified facilitator leads a team across a disruptive, creative process with one purpose in mind: to design an experience that drives business results through people impressions.

GET INSPIRED.

Our Design Lab is based and adapted on the work of:

Jim Gilmore's
"The Experience Economy"

Jeanne Liedtka & Tim Ogilvie's
"Designing for Growth: a design thinking tool kit for managers"

Paul Lawrence & Nitin Nohria's
"The Four-Drive Model"

Greg Bogue's
"Eight Phases of the Guest Experience"

OUR APPROACH

People-Centered | Science-Based | Objective-Driven

OUR PROVEN DESIGN LAB PROCESS

1 ASSEMBLE THE RIGHT TEAM

This takes place at your HQ so that you can get as many stakeholders together as possible to form a "design team". We want the right voices in the room to help breakthrough any bias that may be hiding behind your program.

Empathetic perspective-taking is key to designing experiences. You find unseen opportunities when you have a personal, empathetic connection with who you're designing for.

2 FIND YOUR DESIGN PRINCIPLE

To help make decisions, Francis Ford Coppola simplified each of his movies down to one word (The Godfather: *succession;* The Conversation: *privacy;* Apocalypse Now: *morality*). Once we find your event's organizing principle, it serves as the north star that keeps your team laser-focused on the event's purpose. It gives you the power to say NO if it doesn't serve the common vision.

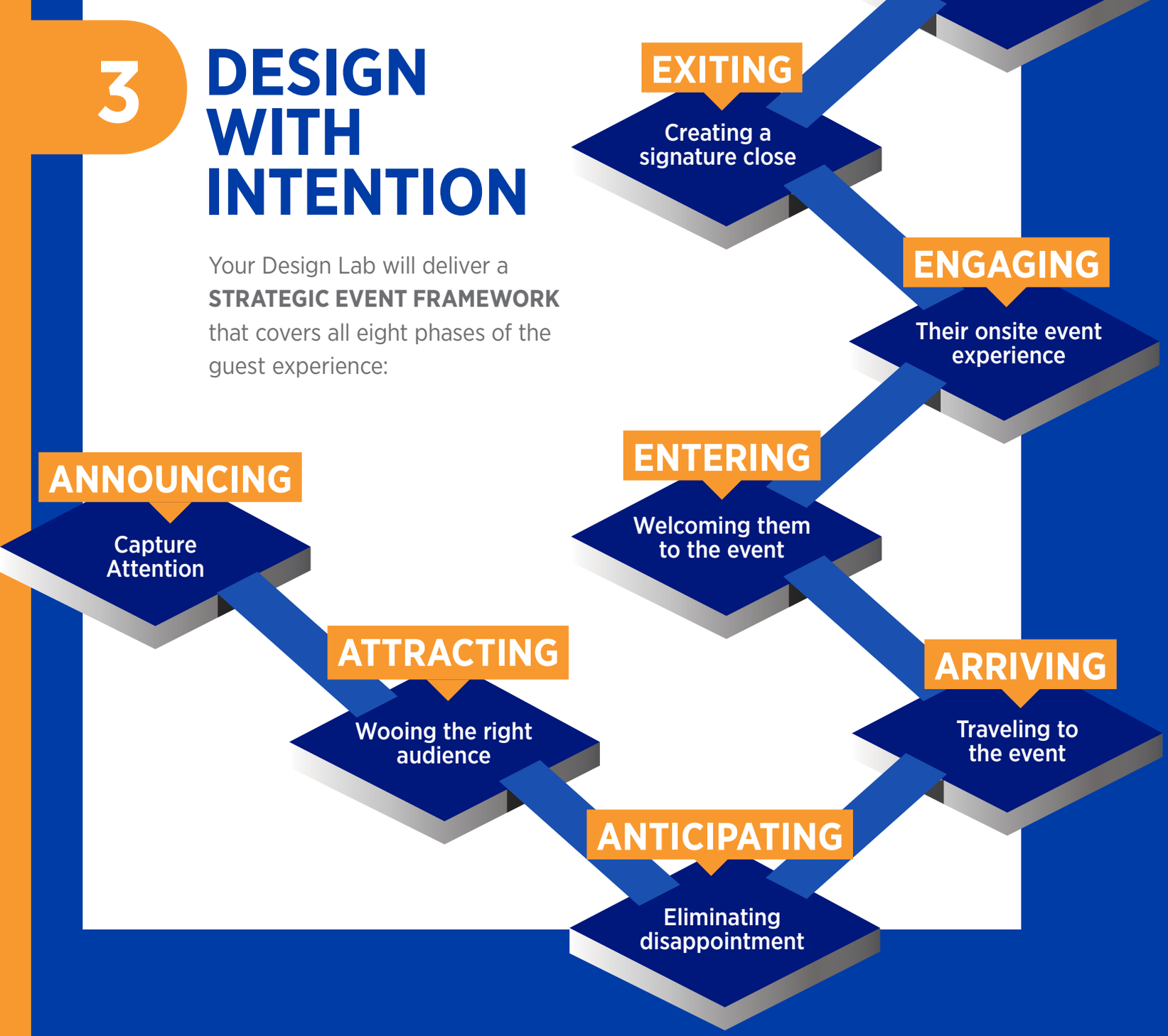
> *Every program you design is an expression of the organization's purpose and what they value. Build an experience that's consistent with your business and your people's core values.*

EXTENDING

Reliving the event all over again

3 DESIGN WITH INTENTION

Your Design Lab will deliver a **STRATEGIC EVENT FRAMEWORK** that covers all eight phases of the guest experience:



Share the concept and plans with all internal and external program stakeholders to evoke additional ideas, inspire a new way of thinking about the event and bridge gaps between cross functional teams contributing to the event narrative.

4 CREATE THE PERFECT *(FOR NOW)* PROGRAM

What is?	What if?	What Wows?	What Works?
Focus on the current state	Understand who this is designed for	Make design decisions that will impress	Create a plan of action

Rather than launching a "perfect" approach that never needs to change, we think in terms of a journey where we continuously use feedback and iterate with new ideas to see what takes hold and produces the best results.

5 TARGET THE RIGHT PERSONA

People are the heart of the experience we're designing.

6 ACTIVATE THEIR EMOTIONS

We create rewarding, positive experiences by designing around these four behavior drives:

ACQUIRE
Gain new resources, status and experiences that empower

BOND
Build cooperative, empathetic and hopeful relationships

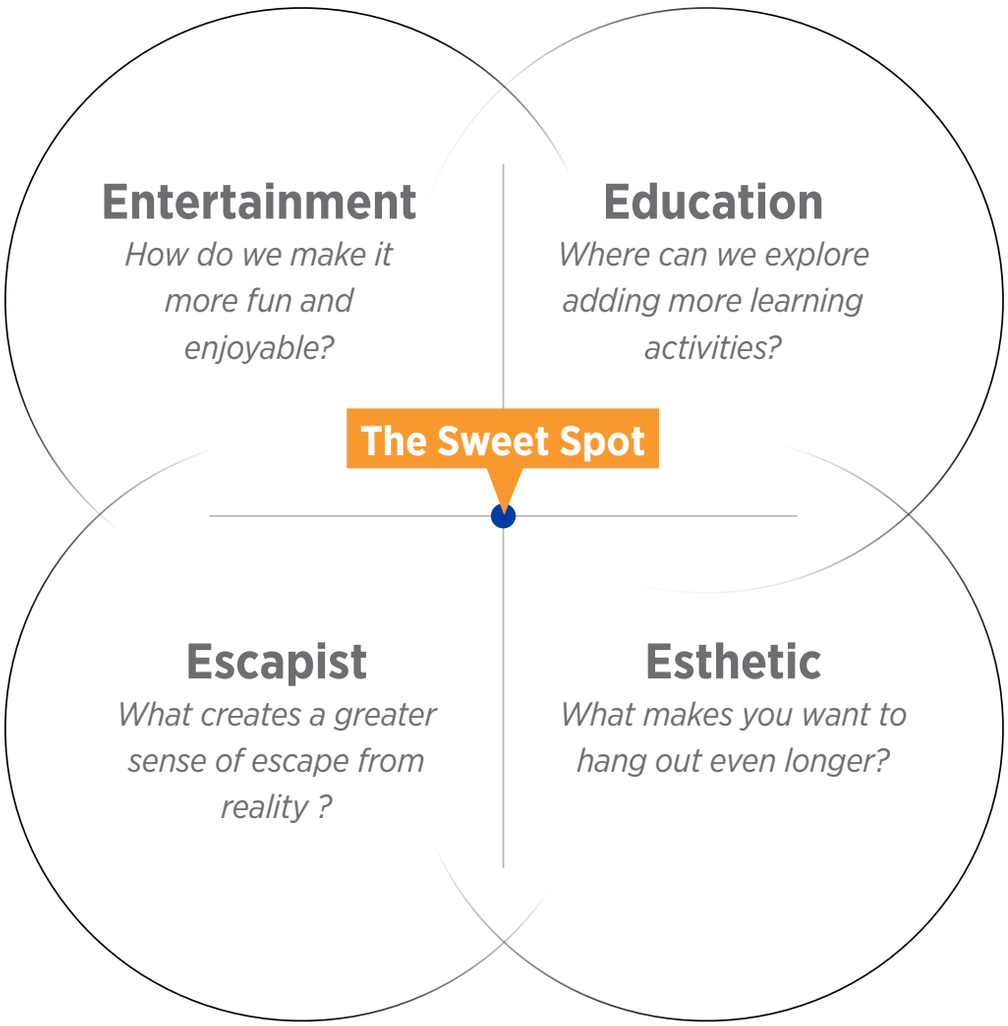
CREATE
Learn new skills; express one's self and be curious

PROTECT
Guard one's turf and status in fair, trustworthy ways

Designed right, experiences enable people to be at their best. To feel good about the positive steps they're taking to achieve something they value.

7 MAKE IT UNFORGETTABLE

The most rich, engaging experiences draw from four realms to hit the sweet spot:



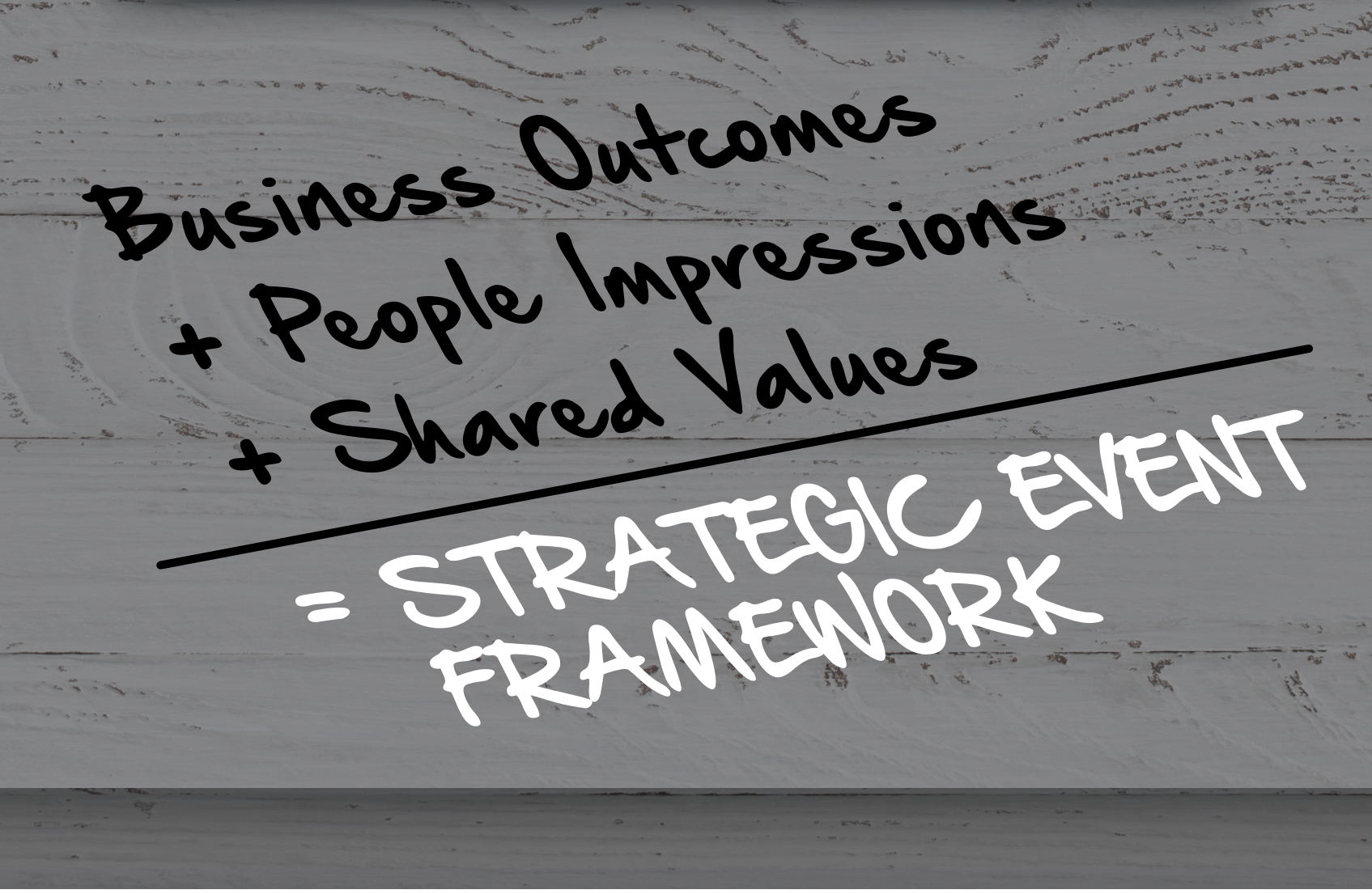
Every event experience is a reflection of your organization's brand. Every aspect is an opportunity to reinforce the brand's purpose and values.

8 GET RESULTS

Through the design lab process, you'll develop a **strategic event framework** that features:

- The event's **organizing principle**
- **Shared values** between business objectives and people impressions
- **Action plans** and program features for each of eight event phases
- A **post-lab report** with recommendations and insights
- **Introductions to partners** than can bring this framework to life

Recipes for success



Your strategic event framework drives consistency and innovation, plus it helps avoid negative cues or attributes that would otherwise detract from the event goals.

- GREG BOGUE

Kick your next event planning off with a Design Lab from CPG Agency and Maritz Travel and start engaging your people in meaningful, personal ways.

GET IN THE LAB WITH US

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