

Event Design Isn't Décor.

It's Strategy in 3D.

Designing for behavior, not just aesthetics

**We've all been to beautiful events
that didn't work.**

And scrappy ones that did.

THE PROBLEM

We've over-indexed on how events look.

- Designed for visuals
- Measured by vibe
- Success = "it felt great"



But great isn't the goal. **Effective is.**

THE SHIFT

Design = Behavior.



If people are just sitting and listening,
design hasn't started yet.



THE FRAMEWORK

Strategy in 3D

01

Purpose

What is this event
meant to do?

02

Participation

What are people
actually doing?

03

Performance

What happens
after?

IN PRACTICE

Designing for Participation

PURPOSE

Drive peer-to-peer connection, not passive consumption.

PARTICIPATION

Structured small-group conversations with rotating prompts.

PERFORMANCE

Attendees leave with real contacts and a shared framework.



You don't need a full takeover to do this.

1

Start with outcome, not theme.

2

Design what people do, not just what they see.

3

Define success by what happens after.



**Most events are built to hold
attention.**

**The best ones
create momentum.**