



# Vanilla Sins

Your Event Vibe is on Trial

**Dahlia El Gazzar**  
Chief Ruckusmaker / Event Witch



**Events should feel like  
peak moments.**

**Not professional purgatory.**

## You ARE competing with:

- TikTok
- Netflix
- Sleep & dopamine
- Their couch & the group chat



A person is sitting on a couch in a living room, looking towards the right. In the background, there is a desk with a laptop displaying a video titled "Weekly Status Meeting". The scene is overlaid with a blue tint. The text "Boring is now a *business* risk." is superimposed on the image.

# Boring is now a *business* risk.

If your event feels emotionally harder than staying home... what are your chances?



## Your Event Has a Nervous System 🧠

And most events are running on...

- 🙄 **Cortisol**
- 😵 **Confusion**
- ☕ **Caffeine**
- 🔥 **Panic energy backstage**

Meanwhile your attendees are: **socially exhausted, emotionally overloaded, mentally fried** — and pretending they're "fine."

**Your attendees are not avatars.  
They are regulated or dysregulated humans.**

# What Is VIBE EVENTING?

Designing events around what actually matters



## Emotional Arcs & Energy Shifts

Map how your attendees FEEL throughout - not just what they sit through.



## Surprise & Dopamine Drops

YOU are responsible for the dopamine. Not stuffed agendas or beige networking.



## Memory Creation & Connection

Participation, nervous system design, and moments that stick.

ARE YOU READY FOR THE

~~7~~8

# VANILLA SINS?

Because apparently the industry needs an intervention.

What's your  
fav ice cream?

Tell me in  
the chat

5

8

## Vanilla Sins

Each one slowly killing your  
event's vibe

0

## Mercy Given

This is a judgment-free zone.  
(Just kidding. It's not.)

1

## Rocky Road

For each sin, there's a  
better way



🍦 VANILLA SIN #1

# You're Designing for Schedules. Not Nervous Systems

You hand attendees: 17 breakout choices, fluorescent lighting, forced networking, chaotic expo halls, and a 5am "fun run."

## 💀 Why It Kills The Vibe

**People cannot connect when they are in survival mode.**

## 🍫 Rocky Road Fix

- Choose-your-chaos pathways
- Sensory-aware spaces & quiet recharge zones
- Networking by energy type
- Soft landings between intensity
- Coffee rave OR nervous-system-safe lounge. **Both can exist.**



**Your attendees aren't running out  
of time.**

**They're running out of  
Decision Calories.**



🍦 VANILLA SIN #2

# YES. Your website is slower than my 2000 Saab 900 Turbo. 🚗💨

Your website: hides critical info, loads like it's powered by AOL, overwhelms people instantly, and assumes everyone has perfect wifi.

## 💀 Why It Kills The Vibe

**Your attendee journey feels like a stress test.**

**Anxiety starts before registration.**

## 🍫 Rocky Road Fix

Design for:

- airport delays
- bad wifi
- overwhelmed brains
- anxious first-timers
- neurodivergent humans
- mobile-first moments.

A man with a frustrated expression is looking at his smartphone. The image is overlaid with a blue tint. The text "Your attendee experience starts long before check-in." is centered over the image. The words "Your attendee experience starts" are in white, and "long before check-in." is in yellow.

**Your attendee experience starts  
long before check-in.**

# 🔥 QUICK VIBE CHECK

Drop it in the chat:  
dropped!



What drains your energy at events?



What feels emotionally dead?

CHECK THYSELF. 🪞



🍦 VANILLA SIN #3

## Your Content Feels Like a Ferris Bueller Roll Call

Bueller... Bueller... Bueller...

*Or worse: Snoopy teacher energy. Womp womp womp womp. 🎺*

### 🦴 Why It Kills The Vibe

**Passive audiences stop emotionally participating.**

**Your audience mentally leaves before the session starts.**

### 🍫 Rocky Road Fix

Turn attendees into participants with:

- quests
- challenges
- live building
- collaborative playbooks
- vibe coding
- micro-masterclasses
- Battle corners



**People want: transformation, identity,  
participation, and momentum.**

**Not another panel with "5 trends."**



🍦 VANILLA SIN #4

**Your promo videos feel like...  
corporate stock footage with Kenny G playing  
softly in the background. 🎷 😴**

### 🦴 Why It Kills The Vibe

Your marketing has

No pulse.

No build up.

No soul.

No heat.

### 🍫 Rocky Road Fix

Market your event like:

- A Netflix drop 🎬
- A fandom 🔥
- A microdrama 🎤
- A heated rivalry edit 🗡️
- A movement 🌊



**Your event marketing  
should feel **addictive.****

# Your Sponsors Are Wallpaper

Nobody remembers: escalator logos, splash screens, silver sponsor placements, or another *sad branded charging station*.

## Activate Your Sponsorships.

### 🦴 Why It Kills The Vibe

**Your sponsors feel transactional instead of emotional.**

### 🍫 Rocky Road Fix

- Song competition
- "Answer this weird question" challenges
- Scent activations & coffee rave sponsorships
- Surprise drops & interactive hidden experiences

## **AND YES — Activate those damn cute puppies.**

QR codes on puppy bandanas.

Each puppy unlocks a prize.

"What's ur name puppy?? RingCentral?" Awww.

"Find this puppy for VIP access."

**Those puppies are so much cuter now.**





# QUICK VIBE CHECK

Drop it in the chat:



Most painfully vanilla thing our industry still does?



What event actually GOT the vibe right?

CHECK THYSELF. 🔗

Because half of these sins? **We've all committed.**



 VANILLA SIN #6





# You Forgot That Nostalgia Connects People

## Why It Kills The Vibe


People crave emotional familiarity.

**Your event feels like yet another show instead of creating its own nostalgia.**

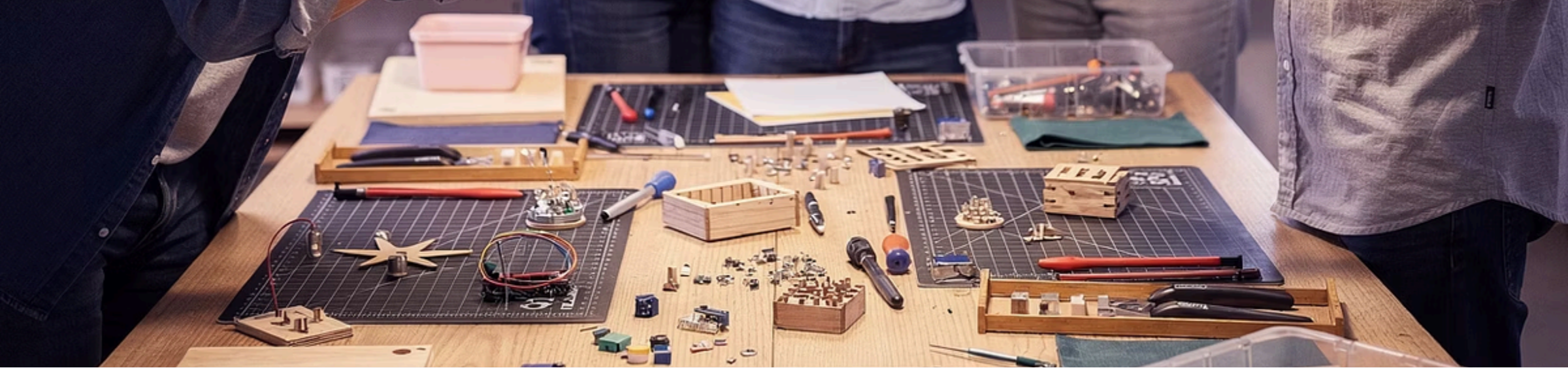
## Rocky Road Fix — Trigger Emotional Memory

-  Old cartoons & retro music
-  Sneakers by decade
-  Trapper keepers & scrunchies
-  Old medical devices at healthcare shows

People don't just remember information. They remember how you made them **FEEL**.



**Nostalgia is a dopamine  
machine.**



🍦 VANILLA SIN #7

# Your Event Attendees Want to be Builders

Too many events create: passive consumption, professional spectators, information hoarding, and the usual participation.

## 💀 Why It Kills The Vibe

People remember what they **build**.

**And they want to build stuff TOGETHER.**

## 🍫 Rocky Road Fix

Make attendees build: **workflows, automations, ideas, confidence, relationships, solutions, habits.**

Teach: **vibe coding, collaborative problem solving, live creation.**

IMEX Build Bar will be epic!!! Ask me what we are up to?????



The future belongs to events  
where **attendees** leave  
having **MADE** something.



🍦 VANILLA SIN #8 — THE FINAL SIN

# Your Team Is Leaking Cortisol Into the Event

**You cannot create magical experiences with:** Slack panic, reactive communication, exhausted producers, 19 tabs open, and a team surviving on caffeine and resentment.

## 💀 Why It Kills The Vibe

Your backstage energy BECOMES your attendee experience.

And honestly?

**This might be the biggest sin of all.**

FAV hashtag ever:

**#shitshowslomo**

## 🍫 Rocky Road Fix

- Calmer workflows and AI-supported ops
- Decompression moments built into the run-of-show
- Protected creativity time before the event
- A team that arrives regulated, not reactive



**Burned-out teams create  
burned-out events.**

🎁 BONUS SIN

# Surprise and Delight is Missing



## 🍫 Rocky Road:

- Curly hair emergency kits
- Gardening circles
- Belly dancing lessons
- Nervous-system-safe networking
- Menopause-friendly spaces
- Personalized & emotional support moments

✅ If you post an ussie and tag me... I'll randomly pick people for virtual coffee chats. Because participation > perfection. ☕



# The New Event KPIs

**This is the truth right here:**

**Vibe is measurable. You just haven't been tracking it.**



## **Start Tracking:**

- 👁 Eyes Light Up moments
- ➡ 📱 Social resharing & attendee-created content
- 💬 Spontaneous conversations & sponsor story recall
- 🔄 Repeated emotional references

**Stop producing events people survive.**

**Start creating events**

**people VIBE. 🧡**

 **Memory Machines**

 **Energy Transfers**

 **Emotional Ecosystems**

 **Relationship Accelerators**



**You are in the business of  
empowering their  
superpowers.**

# Guess what???

2 Offers you are not going to be able to refuse!

Jay Schwed is launching the ultimate Eventastic Insiders Mastermind!!

And you have to be in it! We are going to have so much fun in this brain trust that will show you where your event leaks are, how to fix them, and how to crush it!

And if you want the vibe arc workshop / playbook - then tell me so!





# Want the Full Vibe Playbook?

Love you, Habibis!



Let's connect: [dahlia@dahliaplus.com](mailto:dahlia@dahliaplus.com)