Meeting & Event Design sheet

CORE VALUES

CAUSE
Why this meeting?

PREREQUISITES
What must be taken into account?

CHALLENGES
What are the challenges?

TARGET GROUP

RELATIONSHIP
What is the relationship?

CHARACTERISTICS
How would you describe your target group?

POSITION
What position do you expect that your target group has?

GOAL

EXPERIENCE
What do you want attendees to experience during the meeting?

KNOW
What do you want attendees to know, think or feel at the end of the meeting?

DO
What action would you like attendees to take after the meeting?

SCENARIO
Time, Section:

BILDERBERG

bilderberg.nl/business