



Ten KEY QUESTIONS

to help you choose the right event design

- 01** What is your event's goal?
- 02** How can you reach this goal?
- 03** How can you tie in your participants' knowledge?
- 04** What is your budget?
- 05** How pertinent is your event to participants' businesses?
- 06** What's your next event's agenda?
- 07** How do you create engagement?
- 08** Which informal networking opportunities does your event present?
- 09** What are your participants' needs?
- 10** How do you measure your event's success?

