

✓ Checklist for Setting (1 of 2)

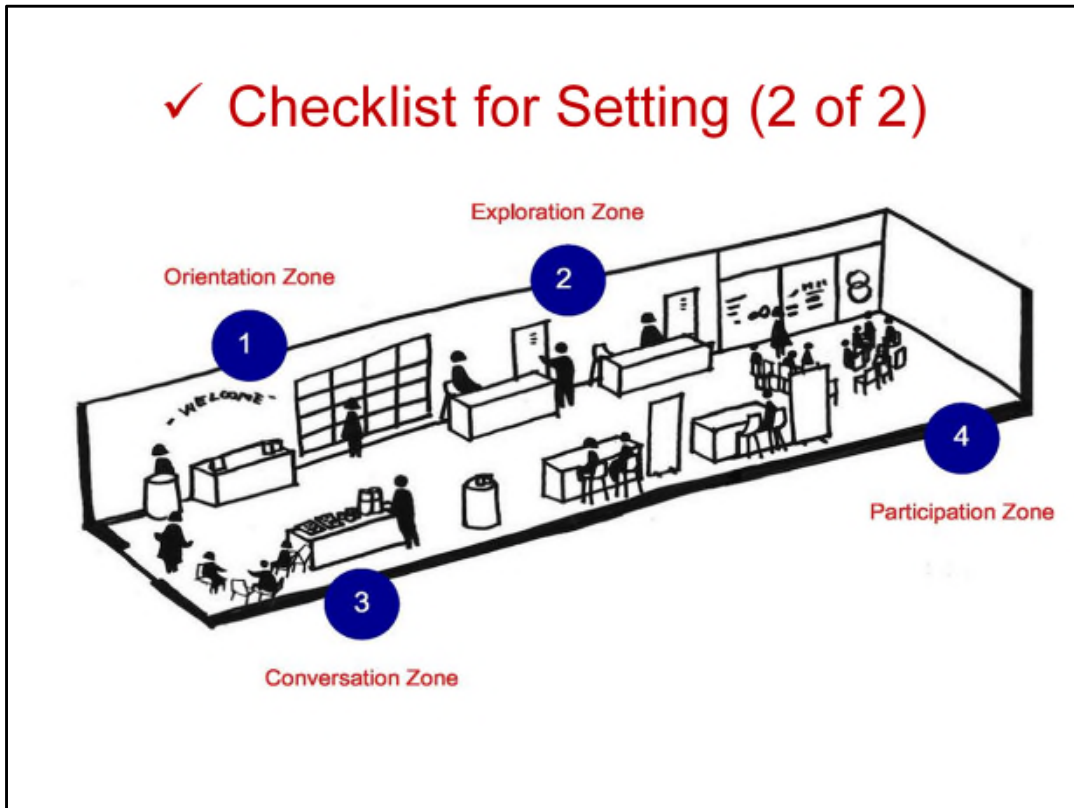


Setting and location count . . . People care about where they go.

Check that your location is:

- In the community;
- Within a 30 minute drive of your demographic;
- A popular spot;
- In a place that is in a “good mood”;
- Is easy to get to;
- Has parking;
- Has atmosphere (a place with a garden, a chalkboard wall, good lighting, sound system, etc.);
- Has local flair.

✓ Checklist for Setting (2 of 2)



Your event's layout is important. Zones help by signaling what is going to happen/where.

Check that your setting includes:

Orientation Zone

- A place to transition from the outside world;
- A host who warmly welcomes guests, provides event details, signs them in and provides a nametag;
- Information for the event;
- Nametags;

Exploration Zone

- A place that encourages people to open their minds, think broadly and network;
- Tables, stools and display boards;
- A photo board of recent work or a question posed to open one's mind.

Conversation Zone

- A place to connect with others;
- Refreshments including finger foods and beverages;
- A connector who invites people to refreshments and introduces people to others;
- High cocktail tables.

Participation Zone

- A place to “dig-in”, get hands on experience or participate in a workshop;
- A communal table, workshop benches with stools or seating area with movable chairs,
- A presentation wall.