



DESIGNING Successful Events: Combining Creativity and Strategy to Deliver Memorable and Impactful Events!

Do you want to create events that exceed the expectations of your participants?

Take your conference organization skills to the next level!

This training is especially suitable for those who never thought that organizing conferences would become such a time-intensive part of their professional life.

Together, we will ensure that your events become successful and efficient!

In this training, you will explore a **cutting-edge event design method**, developed by an innovation researcher after a three-year study, and discover how to create events **that leave lasting impressions**. Through **hands-on teamwork**, you'll craft event designs tailored to your audience, all while gaining **practical tools and strategies** to apply in your future endeavors. This interactive training empowers you to combine **creativity and structure**, ensuring that each team member's ideas **contribute to your success**.

Target Group:

This training is aimed at **science managers, graduates, postdocs and decision-makers** who organize events in the higher education context or plan to do so soon. It has been designed **for curious and ambitious individuals** who not only want to have one card up their sleeve but an entire deck of methods and strategies.

Your Added Value and Key Focuses of the Training:

- **Designing Engaging Events:** Learn how to develop events that not only resonate with your target audience but also provide long-term value.
- **Creating Tailored Concepts:** Gain the skills to design event concepts specifically tailored to each target group.
- **Successful Implementation:** Practice presenting your concepts persuasively and efficiently bringing them to life.
- **Practical Tools and Materials:** Utilize English-language resources, online templates in Mural, and valuable practical tips for your event planning.
- **Building Strong Overall Concepts:** Develop event strategies that focus clearly on achieving key objectives.
- **Practical Approach and Collaboration:** Work on real-life examples and benefit from peer-to-peer exchange of experiences.

Methods:

- Virtual training via Zoom & Mural – for maximum flexibility.
- Intensive group work and interactive exercises
- Best practice examples showing what works.
- Peer experiences exchange that offers new perspectives.

