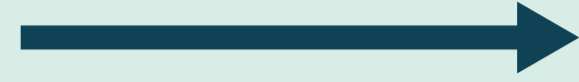


ENGAGEMENT DESIGN CANVAS

Current state
How do the participants think, feel and act now?

The change

Desired state
How do you want them to think, feel and act in the future?



The hook

Setting expectations
How do you motivate the participants to interact with the event and each-other?

Message
What do you want to tell the participants?

The dialogue

Feedback
What do you want the participants to tell you? ...or decide?

The anchor

Make it stick
How do you follow-up and anchor the experience?

Discussion
What do you want the participants to talk to each-other about?

The journey

Call to action
Why are we here?

Exploring the new
What is possible?

Finding the way
What can we do?

Return to Home
How do we start?



Designed by:

Date: