

The Content Map

FIND THE WHY BEHIND YOUR WHO

A proven question-and-answer strategy to determine your event's critical outcomes, experience set and content scope.

It's your event throughline.



What do we want the audience to think, feel, do, and/or believe as a result of this event? (Name the outcomes.) In this example, the audience is a group of executives and managers at a healthcare company.

1

THINK: Innovation isn't scary; innovation and disruption begin at the level of the individual to help build a more innovative culture.

FEEL: Inspired to innovate to improve products, services and processes; empowered to uncover fresh, actionable ideas.

DO: Take learnings from this event back to employee teams and discuss ways that each person is integral to idea generation; as a group, write an action plan together showing specific steps each department will take this quarter; decide how we will encourage and award "fast failure."

BELIEVE: Everyone is a capable innovator on whom the future of our organization depends.



2

If we could invite any smarty-pants presenter - dead or alive - who would we choose? (Generate a fresh perspective that ultimately inspires "get-able" speakers within budget.)

Jeff Bezos, CEO of Amazon



3

What will we do at our event that can only be experienced in a live setting? (Aim for the interaction and engagement.)

After speaker's keynote, invite everyone to participate in a Gamestorming-style innovation session, led by our speaker, to identify, evaluate and prioritize potential markets for innovation; examine and rethink our strategic focus and plan a future roadmap.



4

Our featured speaker(s) just completed the session(s) and the event is over. All attendees are departing together, on a bus. What comments is the bus driver overhearing about their experiences? (Determine what success looks like across the entire event.)

"I used to think innovation only came from light bulb moments. Now I see it's really about careful observation and purposeful iteration."
"Knowing what specifically drives innovation within a corporate culture helps me see where I fit into that process and what I can do to move the needle."
"Our best offsite event to date because everyone was involved in a conversation we really were hungry for."