HOW TO DESIGN A MEMORABLE GROUP EXPERIENCE

An Illustrated Checklist by LATE NITE ART
Created with inspiration from *The Art of Gathering*

1. CREATE A PORTAL FOR PEOPLE TO STEP INTO

The space and atmosphere you create directly affects how people show up. Our friend Priya Parker, author of "The Art of Gathering," calls it "creating a temporary, alternative world." Hand-drawn signs, a thoughtful soundtrack, and snacks all show that you care about your participants and will allow them to relax.

Get rid of clutter. The environment you create impacts the way your participants feel. A clean space creates less mental scatter and adds to a sense of calm.

2. BEGIN POWERFULLY

In the first moments of your event, participants often decide if they are "in" or "out." This starts from the second they step through the door. How does the room feel? Are they welcomed when they arrive? Are they starting with boring logistics, or are they immediately engaged and surprised? Spend time thinking about these things beforehand. If participants decide they are "out," it can be hard to recover.

3. CONNECTION BEFORE CONTENT

While it's tempting to skip over community building and icebreakers, going straight into the meat of your program can lead to a disengaged and distracted audience. Just 10 minutes of connection activities can light up a room, allowing participants to feel connected, seen, and heard. The time you take creating connections at the beginning of your program will impact how people show up for the rest of the event.

4. MAKE SPACE FOR 1x1's

A simple way to get everyone's voice into the room early-on in your program is by creating space for 1x1's (also called dyads). Breaking up large group time with dyads, or small groups, gives spaciousness to the introverts in the room, and also creates more opportunities for reflection.

5. BUILD INCREMENTAL OPPORTUNITIES FOR RISK-TAKING

Think about the arc of your program like a set of building blocks. At the beginning, introduce your participants to the first block – a small challenge, risk, or opportunity for vulnerability. As your group becomes more comfortable, open, and willing, continue to build on the foundation you've created. Our friend Jenny Sauer-Klein is a master at this. No one likes "forced connection." The trick is sequencing activities that build upon each other, that push participants' comfort zone, but not to the point where they check-out or lose trust in the experience.

INTERESTED IN HOSTING A MEMORABLE TEAM EXPERIENCE?

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EXPLORE EXPERIENCE

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