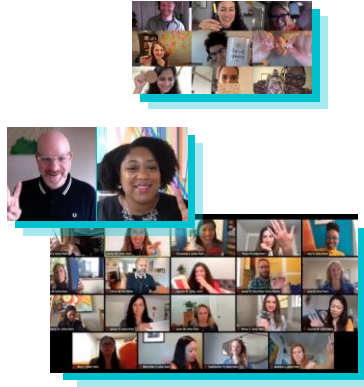




Experience Is Everything: Designing Events that Connect, Engage, and Last

WITH JENNY SAUER-KLEIN
October 17th, 2025



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3 Ways to Be Here

**CONSUMER
CRITIC
CONTRIBUTOR**

HOW WOULD **YOU** DEFINE EXPERIENCE DESIGN?

“EXPERIENCE DESIGN IS...”
(finish the sentence)

WRITE IT DOWN

3

BREAKOUTS (groups of 2, 4 min total)

Each person will share their definition of experience design and how they came to that perspective.

After each person has shared, look for themes or commonalities in your definitions, as well as curiosity about the differences.

→ The person with the longer hair will share first.

🗣️ Aim for equal voice + accept non-closure.



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OUR WORKING DEFINITION:
“Experience Design is the empathetic
and strategic process of creating
transformational experiences built on
meaningful connections and
collaborative learning.”

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DESIGN = the map



Strategic

Reverse engineering curriculum
starting from your goals/outcomes



Empathetic

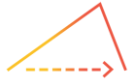
Considering what the experience will
feel like from the participant's
perspective

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EXPERIENCE = the journey

THE 3 PILLARS



Transformation
Change or impact



Connection
Build a culture of belonging

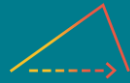


Collaborative Learning
Harness the wisdom in the room

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3 PILLARS OF DESIGNING DYNAMIC EXPERIENCES

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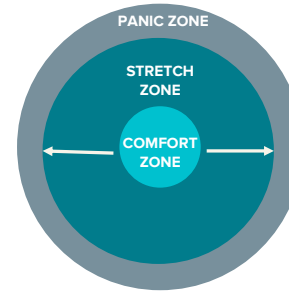
PILLAR 1: TRANSFORMATION

Impact or Change

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EXPANDING THE STRETCH ZONE



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PILLAR 2: Connection

Create psychological safety +
a culture of belonging

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**What are your favorite ways to connect
participants and create belonging?**

SHOUT IT OUT! 📣

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PILLAR 3: Collaborative Learning

Harness the wisdom in the room

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SHIFTING OUR MINDSET

**Sage on
the stage**



**Wisdom is
in the room**

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What are your favorite ways to help
participants learn with and from each other,
and invite more voices into the room?

SHOUT IT OUT! 📣

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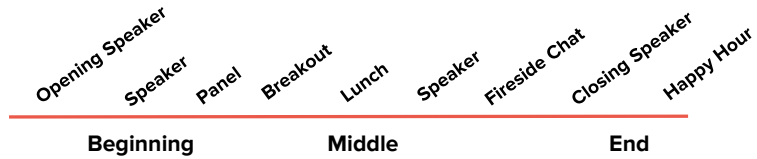
3 EVENT MODELS

The first two are default,
the last one is intentional and strategic.

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1) FLAT LINE MODEL (Traditional Conference)

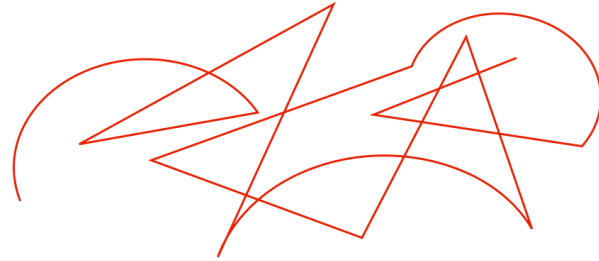


The Flat Line Model leaves people bored, disengaged and overwhelmed.

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2) CHAOS MODEL (Overly Ambitious Organizer)



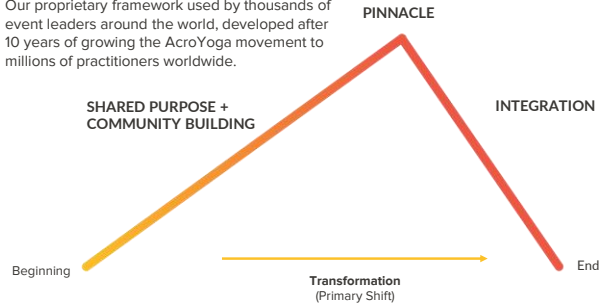
The Chaos Model leaves people confused and frustrated.

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3) DRAMATIC ARC TEMPLATE

Our proprietary framework used by thousands of event leaders around the world, developed after 10 years of growing the AcroYoga movement to millions of practitioners worldwide.



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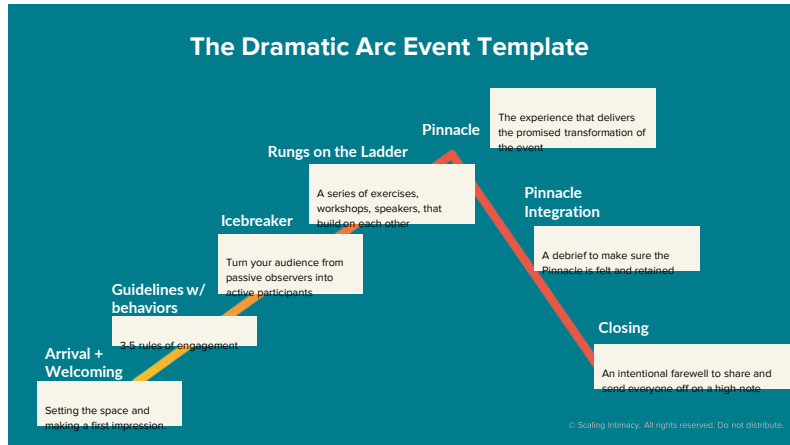
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Participants are giving you their most
precious resource:

their time and attention

How will you make the most of the
live in-person group experience?

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Design Principle

STRUCTURE IS YOUR CO-FACILITATOR

This proven structure creates repeatable, scalable results you can count on for profound impact every time.

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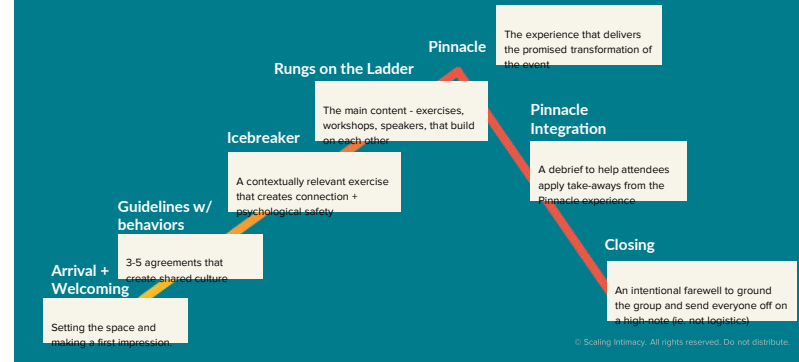
Of the elements we just reviewed:

Which one is in your stretch zone that would create even more impact in your event design?

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Solo Reflection



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BREAKOUTS (groups of 2, 2 min each, 5 min total)

Each person will have 2 minutes to share, while the other partner is actively listening:

- 🗣️ One element of the Dramatic Arc that's in your stretch zone and why. How would integrating this element support your experience design?
- The person with the darker top will begin first. Take the first minute to drop in and say hi.

🔔 We'll let you know when it's time to switch.

👂 Aim for equal voice + accept non-closure.



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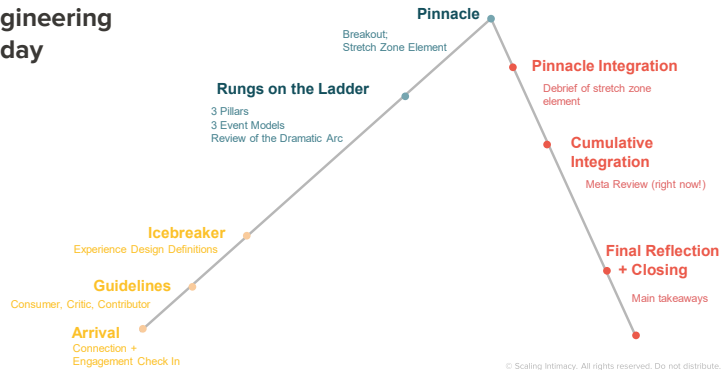
Which element is in your stretch zone that would create even more impact in your event design?

SHOUT IT OUT! 📣

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Reverse Engineering Today



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WHAT'S YOUR MAIN TAKE-AWAY FROM TODAY?

Summarize it in a word or a phrase.

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THANK YOU!!!!

Good luck on your experience design journey!

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Training, consulting + facilitation for epic employee experiences:
www.ThePrimaryShift.com

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 Scan the QR code to sign up for a PDF of slides + +
Guide to The Dramatic Arc Template

