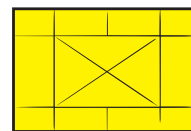


# TRAINING

## FACTSHEET

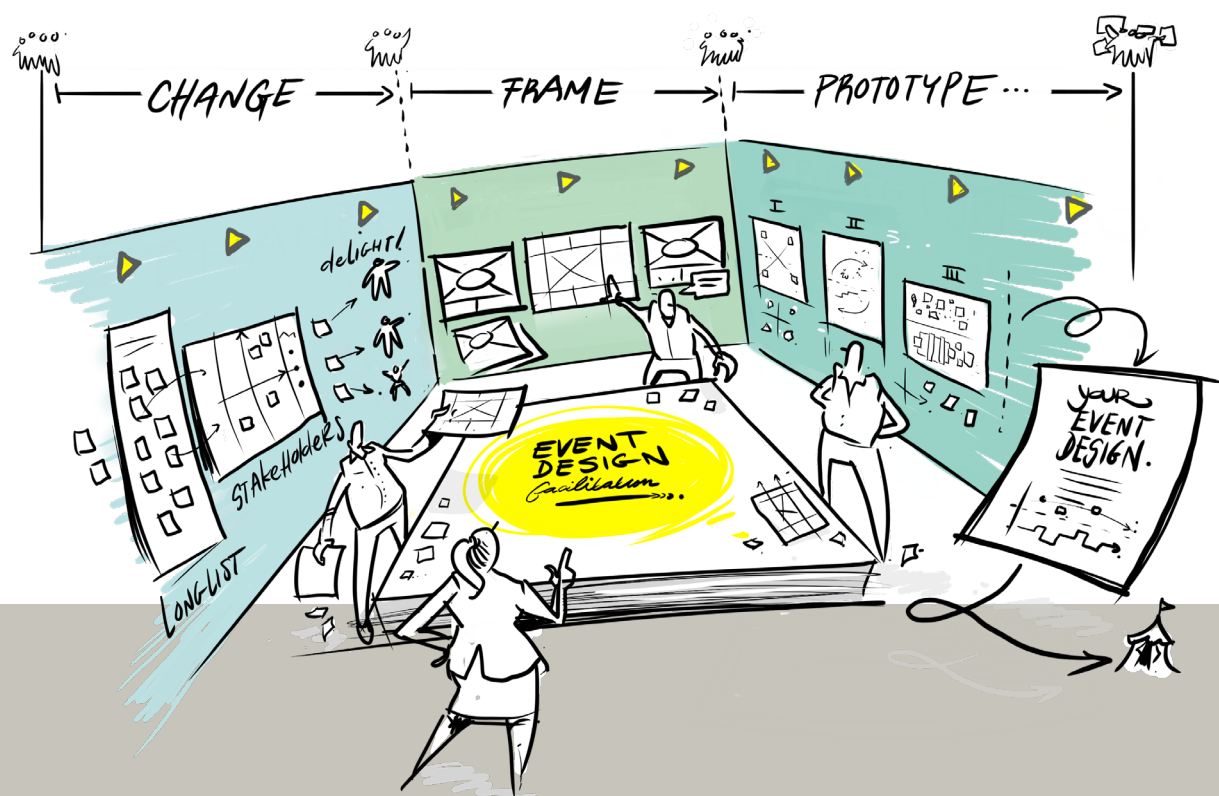


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### WHY USE THE EVENT DESIGN USING THE EVENT CANVAS™ METHODOLOGY?

Event owners are faced with the need of change and can get frustrated by understanding how to implement that with their events. We use the 3 stage Event Design using the Event Canvas Methodology that we teach Event teams or work with them directly on applying it in their organisation.

It allows them to get grip on how their own events create value and how to measure success through behavior change. Ultimately through applying the methodology their teams become change makers and confident leaders of event design in their own organisation.

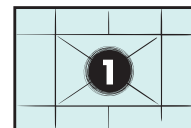


# OVERVIEW

## EDC TRAINING LEVELS

### EDC LEVEL 1

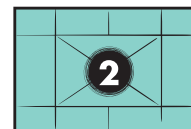
Interactive 8 hour introduction to Event Design using the #EventCanvas™ Methodology as a basic skillset, including Stakeholder Analysis, Empathy Mapping, and using the Event Canvas for basic prototyping. After this course, you will have experienced what it's like to be on an Event Design Team. You will be able to apply the #EventCanvas to articulate how your event can change behavior of the stakeholders.



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### EDC LEVEL 2

Extended interactive 16 hour program in applying the Event Design using the #EventCanvas™ Methodology as a team. In addition to the Level 1 elements, you will gain experience with the Stakeholder Alignment Canvas, the Event Delta and prototyping and the Event Design Facilitation Kit™, a toolkit with facilitation and role cards to enhance and stimulate team collaboration.



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### EDC LEVEL 3: BECOME CED

Immersive 24 hour training program with a 6 months coaching period that will result in proficiency as a facilitator in the Event Design using the #EventCanvas™ Methodology and obtaining the CED designation (Certified Event Designer). In addition to applying the methodology to an event of your choice, you will be challenged to facilitate and enhance team alignment, prototyping and application of the Event Canvas. Upon completion, you will be equipped to guide a team through the full process enabling you and your team to create impactful events strategically within a set time.



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# FACILITATE & LEAD

## EDC LEVEL 3



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### THE PROGRAM

Learn how to lead a team in applying the Event Design using the Event Canvas™ Methodology to your Event Design. Use the Stakeholder Alignment Map. Explore the pre- and post event Empathy Map for multiple stakeholders. Identify the CHANGE of behavior per stakeholder. Then FRAME the event design challenge by locking in all the design constraints. Define the design goal using the Event Delta. Articulate the change required and then prototype various event designs. Come full circle as a team having applied the Event Design using the Event Canvas methodology with 6 roles and the Facilitation Kit.

### YOU WILL LEARN TO

- Identify and overcome obstacles to obtain next level Event Design success and accelerated growth
- Lead a team through the Stakeholder Alignment Canvas, Empathy Map, Event Canvas and Event Delta and Prototyping Canvas as a facilitator
- Prototype Event Designs to articulate the narrative of the event design
- Ability to facilitate a team through the Event Design using the Event Canvas™ Methodology to demonstrate the value of an event

### PRACTICAL INFORMATION

**Duration** 3 days (24 hours) in-person + 6 months online project work

**Language** English

**Certificate** EDC Level 3 of Mastery Certificate of Attendance / Achievement (upon completion of the Event Design Project)

**Designation** CED - Certified Event Designer

**CEU** 24 Continuing Education Units (EIC)

**Registration** [www.edco.events](http://www.edco.events)

**Questions?** Contact us at [mail@edco.global](mailto:mail@edco.global)



The EDC program is facilitated by Ruud Janssen and Roel Frissen, creators of the #EventCanvas

# EVENT DESIGN COLLECTIVE



## WHO ARE WE?

Event Design Collective GmbH is an organisation operating as a training and consulting company around the globe based in Switzerland with representations in 14 countries in Europe, Americas & Asia. Launched by entrepreneurs Ruud Janssen and Roel Frissen in 2014, the #EventCanvas is a methodology and visual prototyping tool that can be used by planning professionals and event owners to improve their current and future events. Industry adoption of the methodology has grown exponentially becoming the gold standard Event Design methodology. This has sparked an expanding network of licensees, with a global community of practitioners with training & resources available in multiple languages.

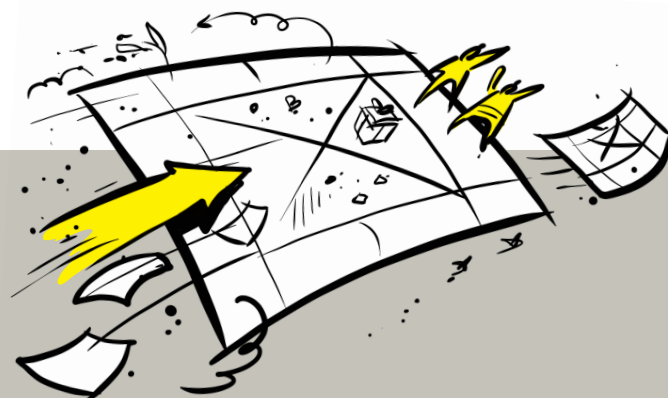


## WHAT IS THE EVENT DESIGN USING THE #EVENTCANVAS™ METHODOLOGY?

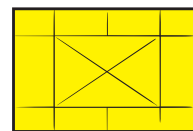
The #EventCanvas is a strategic management template for developing new or documenting existing events and conference models. Building a thorough #EventCanvas can be achieved through a 3 stage Event Design using the Event Canvas Methodology where the team involved in the event systematically analyses, designs and outlines the inputs for the components of a successful event. The methodology is intended to stimulate the creation of a common visual language that results in the ability for event owners to tell their event story in 60 seconds or less.

## WHY COMPLETE TRAINING?

Completing in-person training with the Event Design Collective will give you the invaluable tools and methodology proficiency to raise your events to the next level. Additionally, you will be able to meet and collaborate with a powerful network of event designers from around the world. Whether you complete a training unit with your team or alone, the common visual language is a professional investment that is translatable into events worth attending in the future.



# ACCREDITED TRAINERS



**EVENT DESIGN**  
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**Roel Frissen, CMM**



**Ruud Janssen, CMM, DES**



**Devon Pasha, CMP, CED**



**Gerrit Jessen, CMP, CMM,  
CED**



**Anthony Vade, CED**



**Marga Groot Zwaaftink,  
CED**



**Andrea Vernengo, CED**



**Luca Vernengo, CED**



**Mauricio Magdaleno, CED**



**Ingrid Rip, CED**



**Erno Ovaska, CED**



**Tanya Spournova, CED**

