

EVENT DESIGN LABSM

FACTSHEET



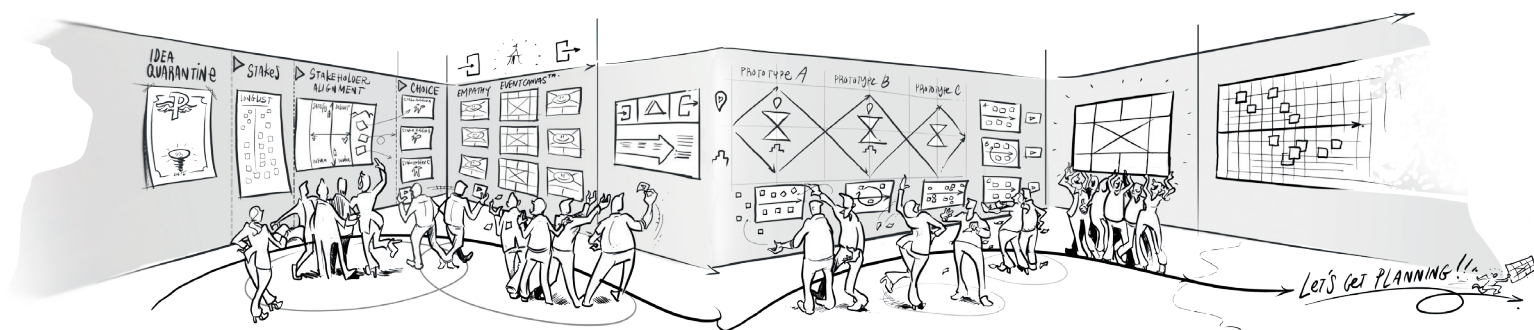
COLLABORATIVE EVENT DESIGN FOR UNPARALLELED VALUE CREATION

The Event Design LABSM is an innovative space to design events with teams using the Event Canvas methodology. As a Licensee, whether you represent a hotel, conference venue, corporation, or university, envision a new era of engagement where you invite your (internal) clients to co-create their future events.

Move beyond simply selling square metres and banqueting event orders; immerse your clients in an experience where together, you design exceptional events with your clients.

KEY FEATURES:

- 1. Strategic Design Thinking:**
The Event Design LABSM serves as a haven for strategic design thinking, providing a unique opportunity to collaboratively plan and envision future events with your clients.
- 2. Engage Clients in Design:**
Shift the paradigm by inviting your clients into the creative process. Instead of merely taking orders, co-create events that align seamlessly with their and their stakeholders' objectives.
- 3. Transformative Collaboration:**
Foster a collaborative atmosphere where your team and clients work side by side to ideate, innovate, and design events that go beyond expectations.
- 4. Fully Equipped Collaboration:**
The LABSM is fully equipped to design events following a proven process. Your clients only need to bring their event brief; we provide the tools and space needed for a seamless collaborative experience.



OUR PARTNERS:





DESIGN THE FUTURE OF CLIENT ENGAGEMENT:

The Event Design LABSM is not just a physical space; it's a catalyst for transforming event planning into a collaborative journey. Invite your clients to co-create, strategize, and design events that leave a lasting impact. Elevate your client engagement and optimize your venue's square meters for unparalleled value creation.

For Event Design LABSM licensing inquiries and to embark on a new era of collaborative event design, contact Event Design Collective today. Together, let's redefine the way events are designed and create experiences that resonate.

WHY CHOOSE EVENT DESIGN LABSM?

Strategic Time Investment:

Provide dedicated time for thoughtful design choices, transforming the event planning process into a strategic partnership.

Client-Centric Engagement:

Engage clients in meaningful conversations, ensuring that their needs and desires are not just met but strategically woven into the fabric of their future events.

Behavioral Impact Design:

Co-create events that drive meaningful behavior change. Explore the behavior of participants and other stakeholders to design experiences that resonate long after the event concludes.

LICENSEE BENEFITS:

Unique Client Engagement:

Stand out by offering a unique client engagement experience. The Event Design LABSM positions you as a leader in collaborative event design.

Maximized Venue Value:

Convert your venue's square meters into value by utilizing them strategically for collaborative event design, creating a point of differentiation in a competitive market.

Strategic Partnership Opportunities:

Strengthen your relationships with clients by turning event planning into a strategic partnership, where both parties contribute to the creation of exceptional and impactful events.



If you require any further information regarding the Event Design LABSM, please do not hesitate to contact us at your earliest convenience. Our team can be reached at sales@edco.global.

EVENT DESIGN *collective*