

Event Intentionality

A sense of passion and excitement should drive your event. Before you dive into planning, however, take a step back and assess where that passion comes from and what your intentions are.

Make a list of all the reasons you are doing this event.

Write either a mission or thesis statement for your event. (What's your main point?)

What are the *realistic* outcomes you can achieve through this event?



Why are you the one who should be doing this? Know your lane! If this idea is outside your area of expertise (or community trust) who else might you work with?

Now get out of your own head!

Great events are collaborative. Discuss the above with your team or community partners and then dig deeper by clarifying what everyone is thinking and hoping.

- Does everyone share the same goal?
- Are everyone's values aligned and understood?
- Can your event realistically create the impact you desire? (Hey, it's *an event*. Be honest with yourself on what can be accomplished in 60 to 90 minutes.)