

UNLEASH YOUR

# CREATIVE SUPERPOWER

TERI JAKOB, CMP, CMM

THE ART OF  
THEME-**OLOGY**

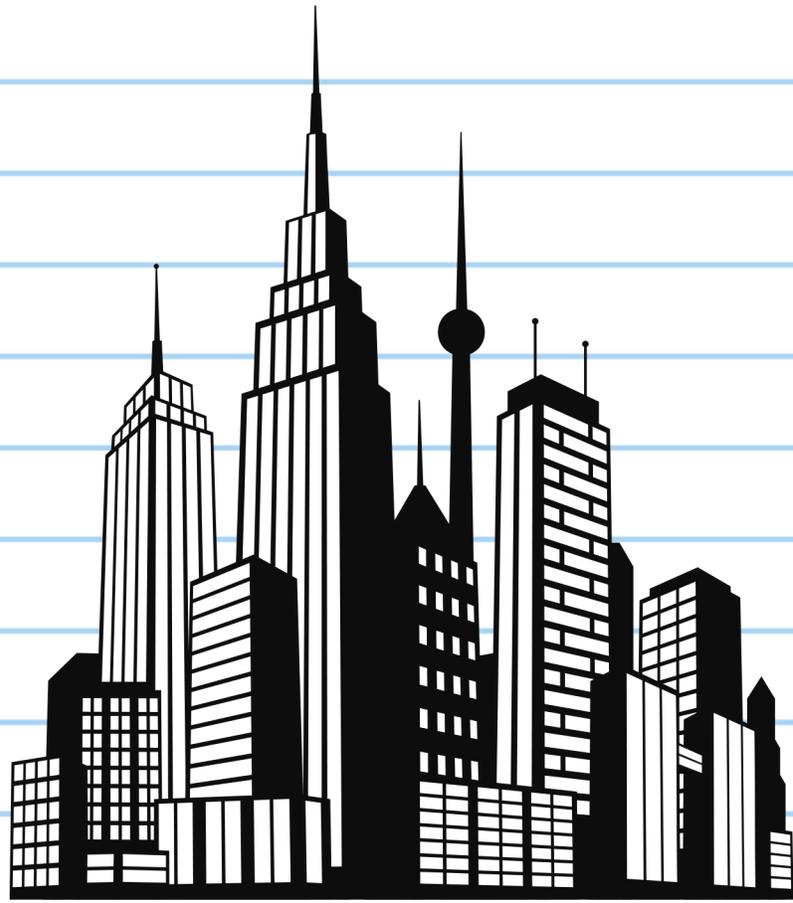
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I'M GOING TO  
DO THIS WHEN I  
GET HOME!





# UNLEASHING YOUR CREATIVE SUPERPOWER

## The Art of Theme-ology!

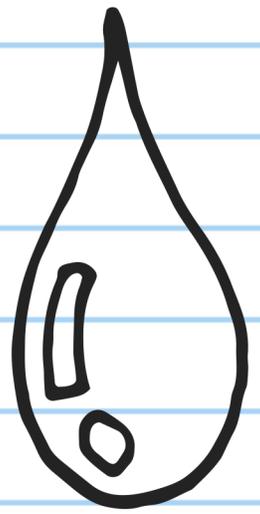
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Event themes are not just decorative elements or catchy slogans. They are the backbone of any successful gathering. They give your event a unique identity, a personality, and a soul. Think of them as the storyteller of your event. They set the stage, guide the narrative, and leave a lasting impression on your attendees.

In a world where events are abundant, having a strong theme sets you apart from the crowd. It helps you create a unique identity and offers attendees an experience they can't find anywhere else.

**Event themes are powerful tools for storytelling. They allow you to convey a message, create an emotional connection, and leave a lasting impact on your audience.**





WHAT DID SHE JUST SAY?

## Storytelling

Imagine your event as a blank canvas, and storytelling as the brush that brings it to life. Storytelling is not just about words; it's about crafting a narrative that resonates with your audience.

<b>Define your narrative</b>	
<b>Develop a story arc</b>	
<b>Storytelling sessions</b>	
<b>Character engagement</b>	
<b>Attendee Participation</b>	
<b>Emotional Connection</b>	
<b>Post Event Storytelling</b>	
<b>Collect and Share Stories</b>	

What other items would resonate with your audience?



## Visual Aesthetics

Visual aesthetics set the mood, convey your message, and create a cohesive and visually pleasing environment.

Thematic Design	
Themed Entrance	
Multi-Sensory Elements	
Scent Experiences	
Photo Opportunities	
Continuity and Consistency	



*The lighting, stage design, and visuals all align with a specific theme, whether it's vintage glamour or futuristic minimalism. The visuals not only complement the theme but enhance the experience, making it stunning and memorable.*

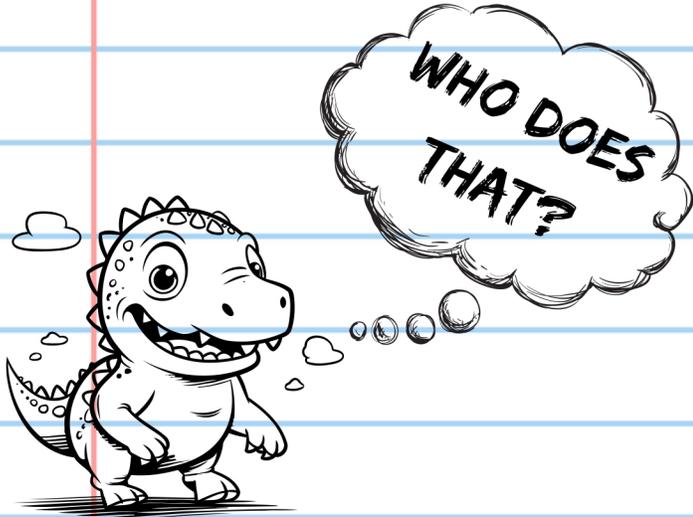


## Experiential Elements

These are the tangible and sensory aspects of your event that engage your attendees on a deeper level.

<b>Immersive Experiences</b>	
<b>Personalized Journeys</b>	
<b>Live Performances</b>	
<b>Food and Beverage Parings</b>	
<b>Soundscapes</b>	
<b>Interactive Workshops</b>	
<b>Use of Technology</b>	





Theory of Creativity on TEDx  
by Duncan Wardle

# ***INCORPORATE THESE ELEMENTS INTO YOUR EVENT PLANNING:***

- 1. Start with a Compelling Story:** Identify the core narrative or message you want to convey through your event theme. What emotions or experiences do you want your attendees to take away?
- 2. Design Visual Aesthetics:** Consider colors, decor, lighting, and graphics that align with your theme. Ensure that every visual element contributes to the overall narrative.
- 3. Create Experiential Touchpoints:** Think about how attendees will interact with your theme. Can you incorporate interactive activities, immersive installations, or sensory experiences that enhance your theme?
- 4. Engage the Senses:** Consider how you can engage all the senses. Think about music, scents, tastes, and textures that can enhance your theme and create a more immersive experience.
- 5. Consistency is Key:** Maintain consistency across all aspects of your event. Your storytelling, visual aesthetics, and experiential elements should seamlessly align with your chosen theme.
- 6. Engage Your Team:** Collaborate with your team to ensure that everyone understands and embraces the theme's elements. A united effort will bring your vision to life.
- 7. Test and Refine:** Don't be afraid to experiment and refine your theme. Seek feedback, adjust, and ensure that every element contributes to the overall narrative.



# WHAT DO YOU THINK?





## Crafting Memorable Experiences

### 1 Creative Ideation Techniques:

- Brainstorming Sessions
- Mind Mapping
- Role Reversal
- SCAMPER: Substitute, Combine, Adapt, Modify, Put to Another Use, Eliminate, and Reverse
- Random Word Association

### 2 Audience-Centric Approaches:

- Attendee Surveys
- Personas and User Profiles
- Focus Groups
- Social Listening
- Historical Data Analysis
- Collaborative Idea Generation
- Prototype and Test
- Personalization

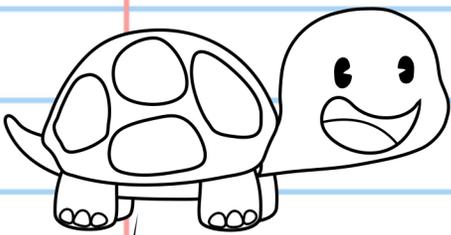


### 3 Refine the Theme:

- Review Your Event Objectives
- Gather Feedback
- Analyze Your Target Audience
- Evaluate Theme Consistency
- Refine Visual Elements
- Craft a Compelling Narrative
- Incorporate Interactive Elements
- Consider Attendee Experience
- Test and Refine
- Alignment with Objectives
- Eliminate and Simplify
- Stay Flexible
- Seek Expert Guidance
- Finalize and Communicate



#TERIDOESEVENTS



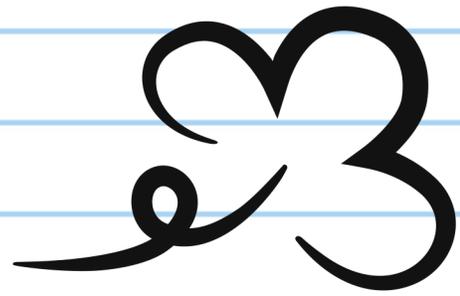
# EXECUTION IS WHERE YOUR PLANS COME TO LIFE: THIS IS WHERE THE MAGIC HAPPENS.



## 4 Execution Strategies:

1. Thematic Consistency
2. Venue Transformation
3. Interactive Elements
4. Storytelling Integration
5. Entertainment and Performances
6. Catering and Food Selection
7. Technology Integration
8. Attendee Engagement
9. Themed Merchandise and Souvenirs or Giveaways
10. Event Flow and Agenda
11. Communication and Branding
12. Staff Training
13. Emergency and Contingency Planning
14. Feedback and Evaluation
15. Post-Event Content
16. Documentation





Use of Tech Event Case Study:  
Walmart Experience at  
CES 2024

Smart meetings



## Technology and Interactive Elements

Leveraging technology and interactive elements in your event can enhance attendee engagement, create memorable experiences, and set your event apart.

<b>Augmented Reality (AR) and Virtual Reality (VR)</b>	
<b>Interactive Installations</b>	
<b>Gamification Strategies</b>	
<b>Social Media Integration</b>	
<b>Creating Immersive Experiences</b>	
<b>Fostering Participation</b>	

***Incorporating cutting-edge technology can create a "wow" factor, leaving a lasting impression on attendees and make the event memorable.***



Teri Jakob  
CMP, CMM

# Teri Jakob, CMP, CMM



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Teri, a non-profit veteran with more than two decades of experience, has specialized in event planning and volunteer management for the past fifteen years. Through creativity as her language, she curates special events for the UPMC Pinnacle Foundation. As a nurse, she has been an asset understanding the mission of the staff, patients and hospital they support.

Teri's unwavering commitment to supporting the Foundation's mission to Central PA, embodies the sentiment of her son, who aptly described her as someone who "makes the magic happen."



"Embracing creativity, I'm here to connect, inspire, and blend science and art, joyfully sprinkling kindness, encouragement, and appreciation like confetti, adding sparkle to life!"

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