



The Power of Emotion

in Experiential Event Design

Creating Events that Leave a Lasting Impression

Try to leave this world a little
better than you found it.

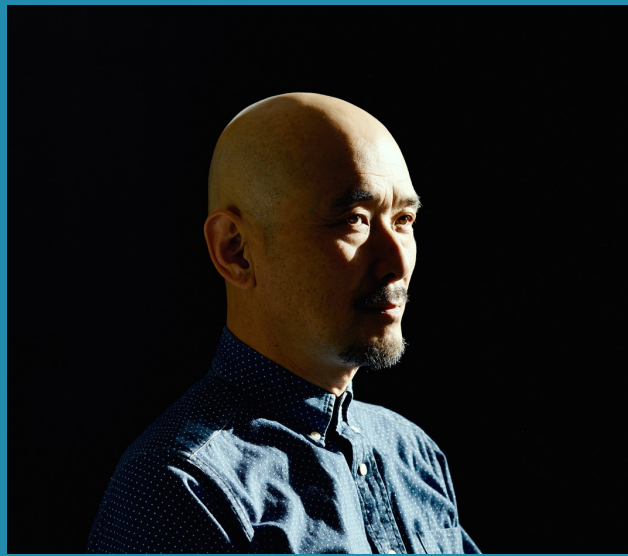
Sir Robert Baden-Powell





**What's
the
Emotion?**





A word cloud featuring various terms related to intense emotions and feelings. The words are arranged in a roughly circular pattern, with some words being significantly larger than others. The colors used are black and a dark green. The words include: 'soul', 'spirit', 'intensity', 'response', 'ardor', 'fieriness', 'passion', 'reaction', 'fervor', 'warmth', 'sensation', 'vehemence', 'fire', 'feeling', 'sentiment', and 'excitement'.

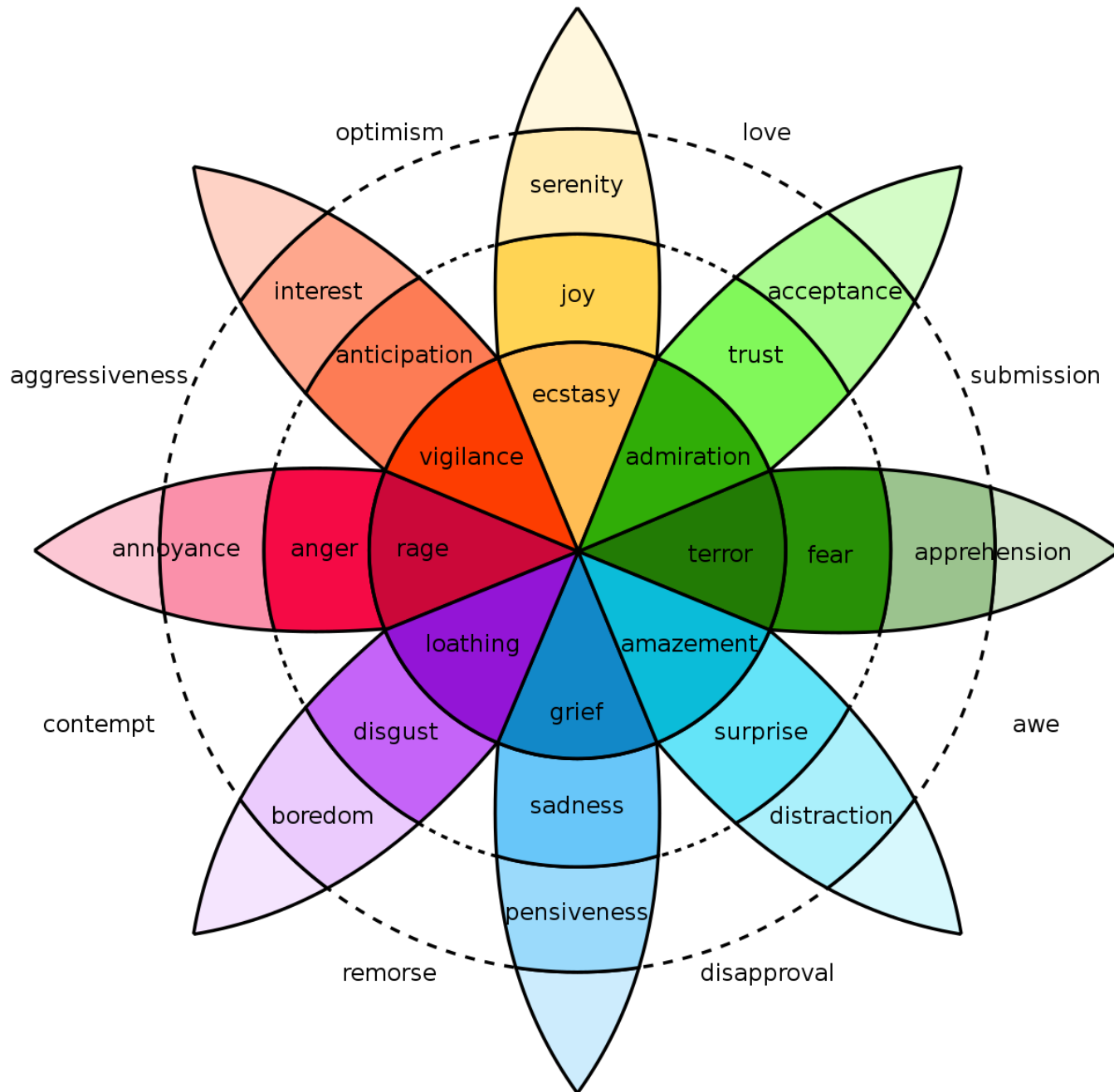
soul
spirit
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vehemence
fire
feeling
sentiment
excitement



What is Emotion?

What is Emotion?

a natural instinctive state of mind deriving from one's circumstances, mood, or relationships with others.



THE EMOTION SPECTRUM

Six root emotions:

Fear
Anger
Sadness
Surprise
Joy
Love

The catalyst for creating connections, driving actions, and shaping perceptions.

Fundamental in crafting experiences that resonate on a personal and collective level.

EMOTION

complex psychological state



A subjective experience



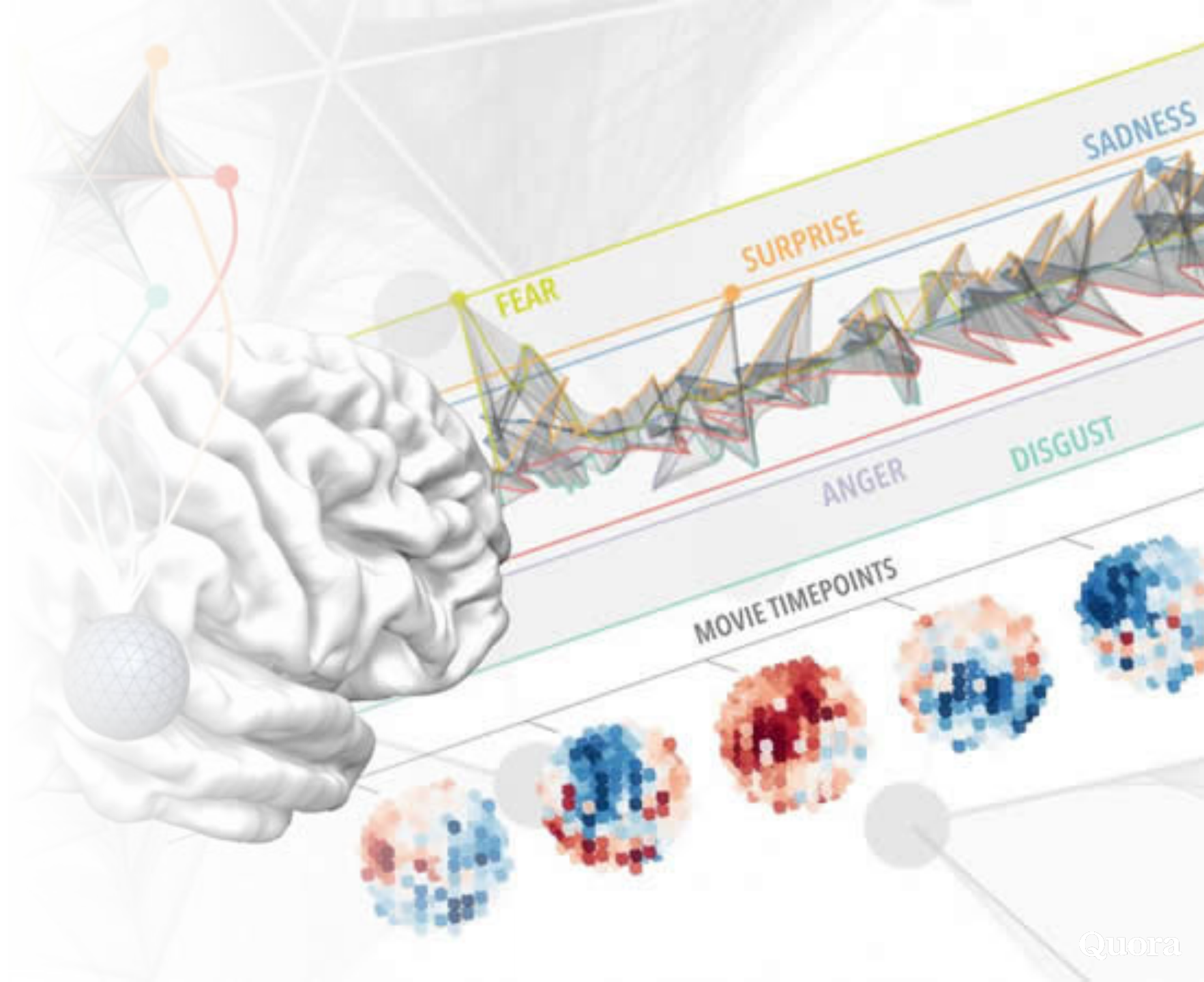
A physiological response



*A behavioral or expressive
response.*

Emotional Design

The impact of emotional connections on attendee engagement and memory.



Emotional Design in Events

1

Emotional Intelligent Design

2

Curating Moments

3

Storytelling for Emotional Connection

Emotional Design in Events

1

Emotional Intelligent Design

Emotional Intelligent Design



EMOTIONAL TRIGGERS

SOUND

SIGHT

TASTE

SMELL

TOUCH

EXPERIENCES = MEMORIES

Understanding Emotional Triggers



Colors

Red Excitement Strength Love Energy	Orange Confidence Success Bravery Sociability	Yellow Creativity Happiness Warmth Cheer	Green Nature Healing Freshness Quality	Blue Trust Peace Loyalty Competence
Pink Compassion Sincerity Sophistication Sweet	Purple Royalty Luxury Spirituality Ambition	Brown Dependable Rugged Trustworthy Simple	Black Formality Dramatic Sophistication Security	White Clean Simplicity Innocence Honest

The Senses

Perception

Process of Interpreting information in order to comprehend the environment.

The Senses

Sensation

The primary experience of a stimulus identified by a specific sensory organ.



Perception

Process of Interpreting information in order to comprehend the environment.

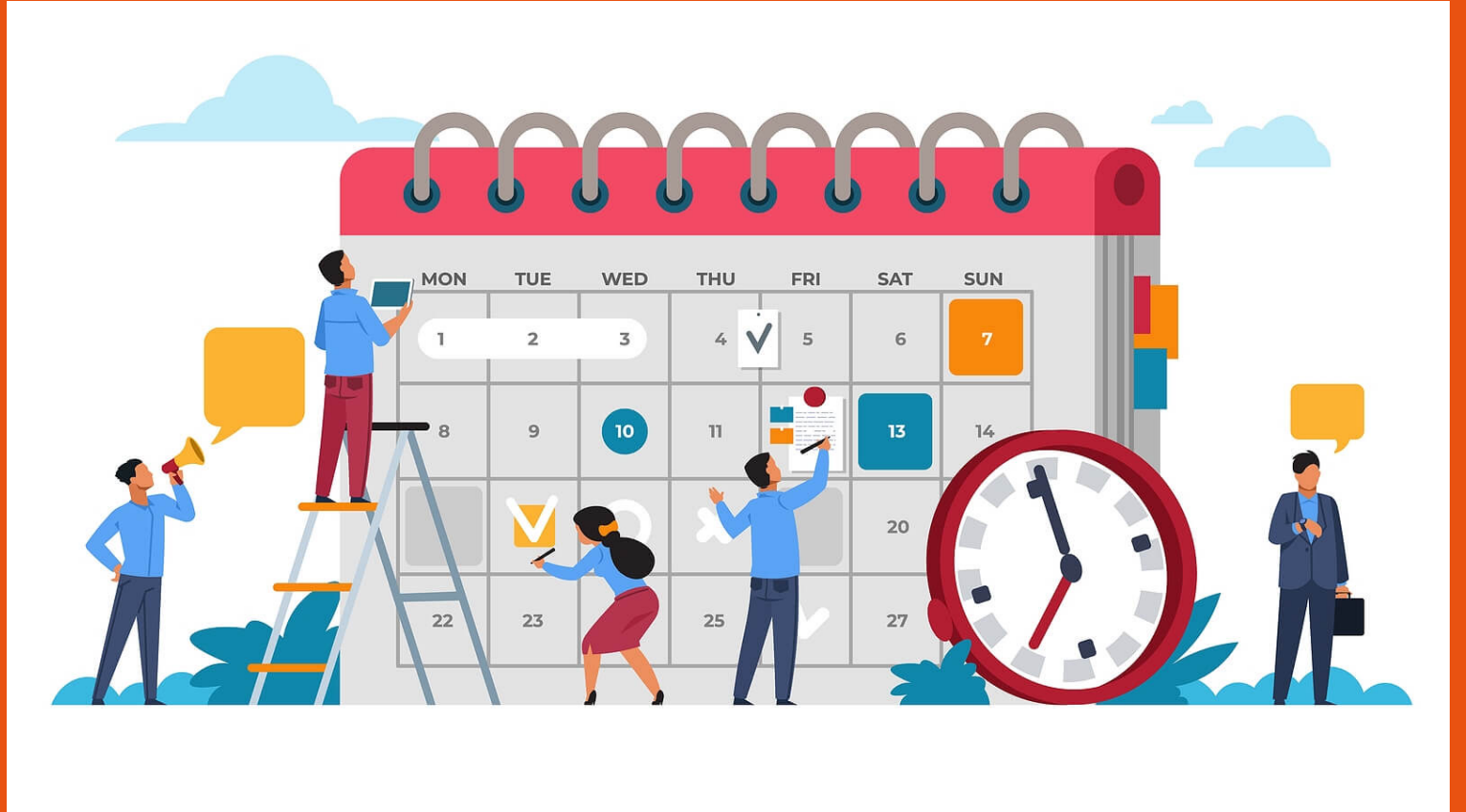


Emotional Design in Events

2

Curating Moments

Curating Memorable Moments



Event Timeline Template

7:00 AM

Hair and makeup starts



8:30 AM

Vendors arrive/Setup Starts

9:00 AM

First look and couple's portraits

12:15 PM

Toasts



11:30 AM

Brunch starts



10:45 AM

Ceremony concludes

10:15 AM

Ceremony Starts

10:00 AM

Invite time

9:30 AM

Family pictures/
Guests begin to arrive



1:00 PM

First dance



1:30 PM

Cake cutting/Dessert

2:45 PM

Couple departs

3:00 PM

Guests depart

3:00 PM

Breakdown commences

4:00 PM

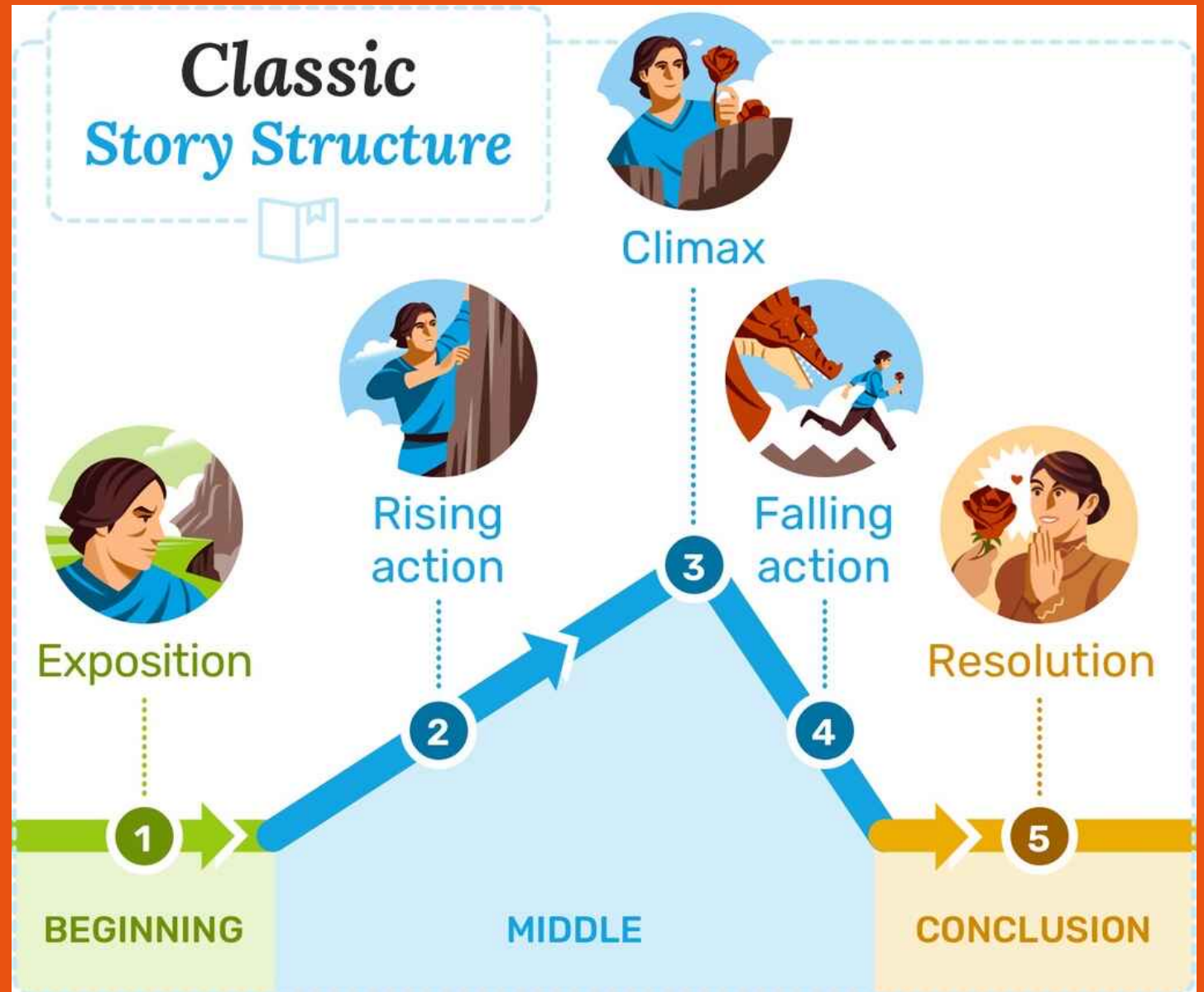
All vendors out

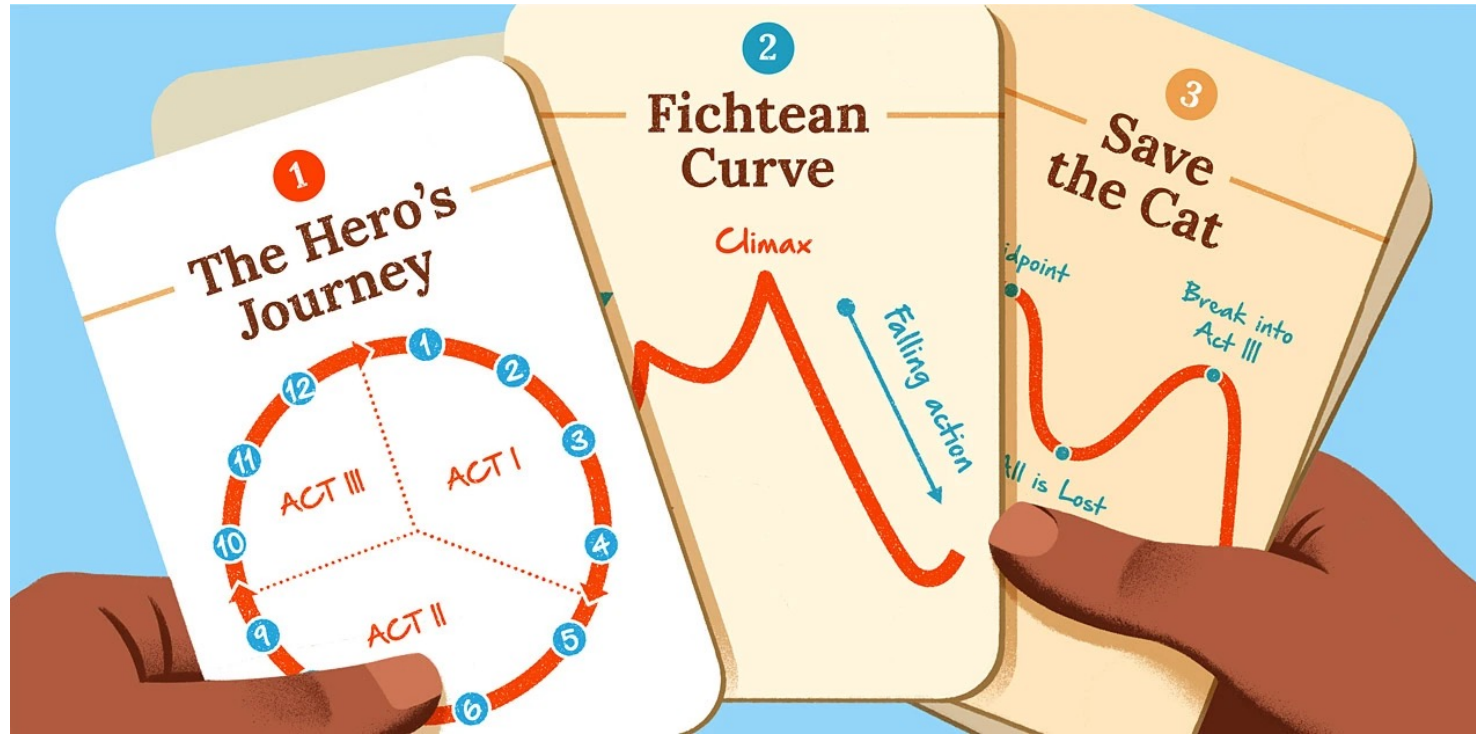
Emotional Design in Events

3

Storytelling for Emotional Connection

Storytelling

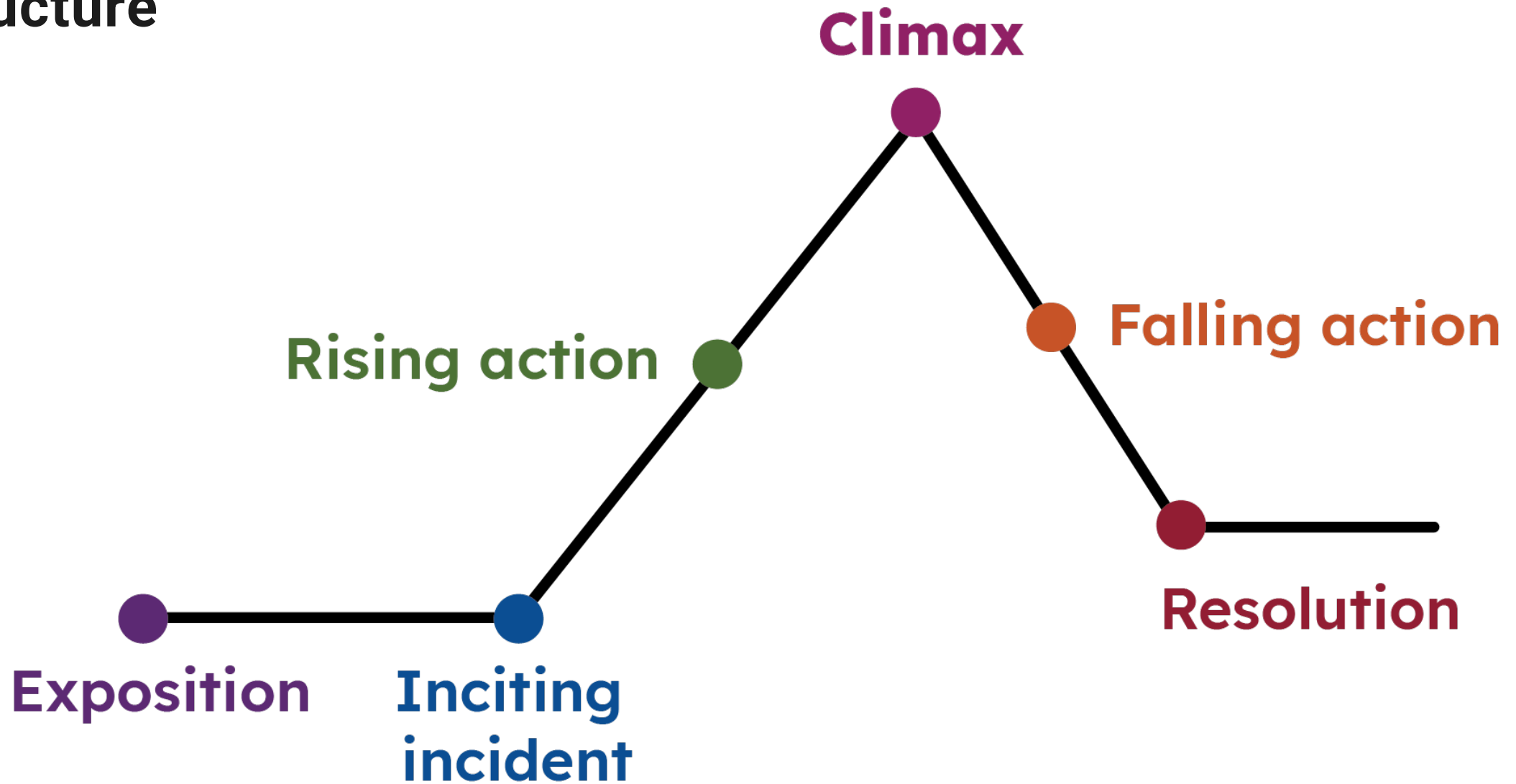




Connecting the dots...

Storytelling as a tool for emotional connection.

Storytelling Structure



Emotional Design in Events

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Emotional Intelligent Design

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Curating Moments

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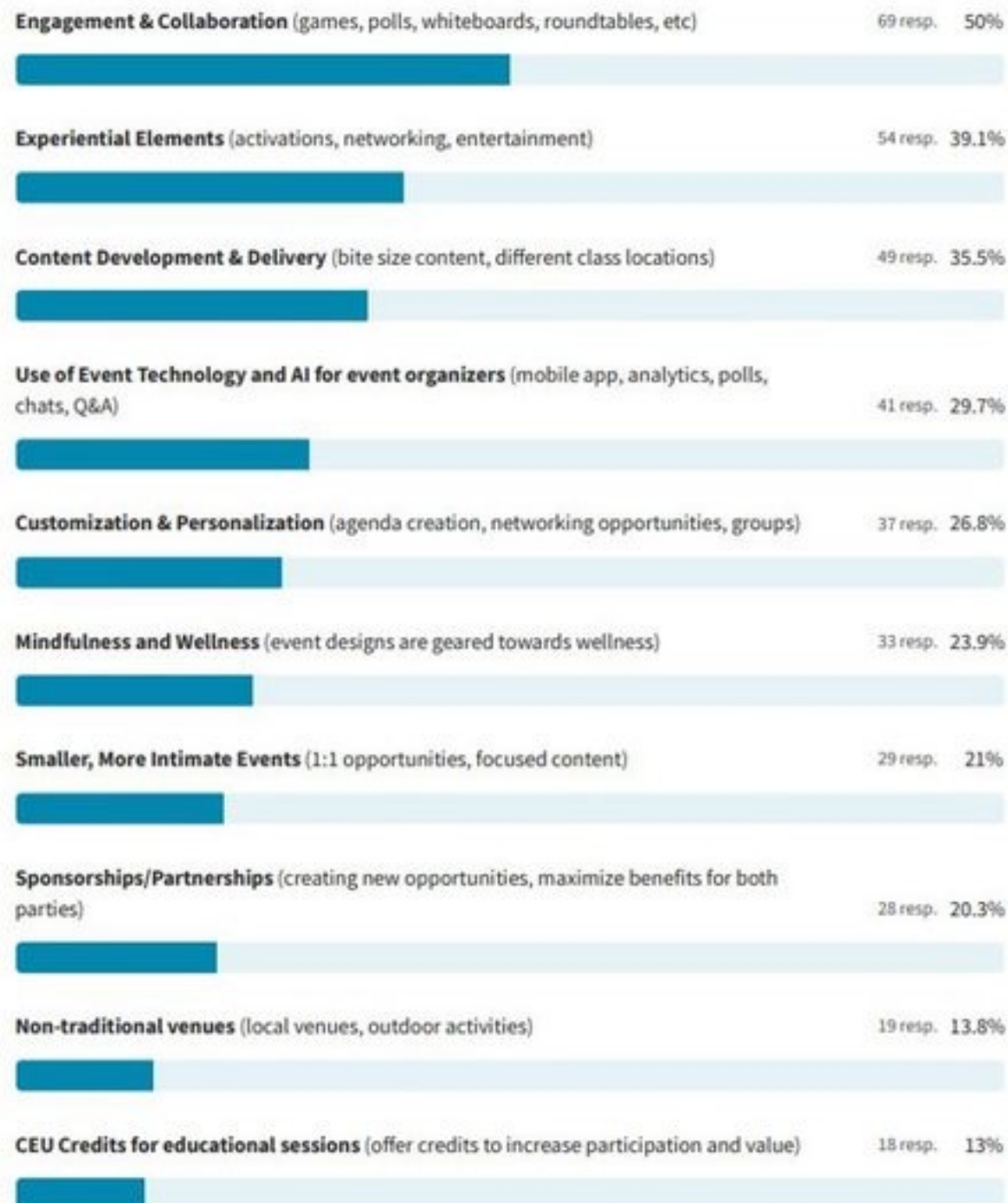
Storytelling for Emotional Connection

- Emotional design transcends aesthetics, focusing on creating deeply resonant experiences.
- Incorporates storytelling and meaningful interactions to forge lasting connections.
- Utilizes a spectrum of emotional triggers—joy, anticipation, trust—to enhance engagement.
- Aims for reflective design, allowing attendees to find personal significance and connection.
- Above all, using emotions as an ally when creating experiences will enhance the attendee engagement and that creates a better experience.

Emotional Design in Events

ATTENDEE ENGAGEMENT

Which event trends are you most interested in?



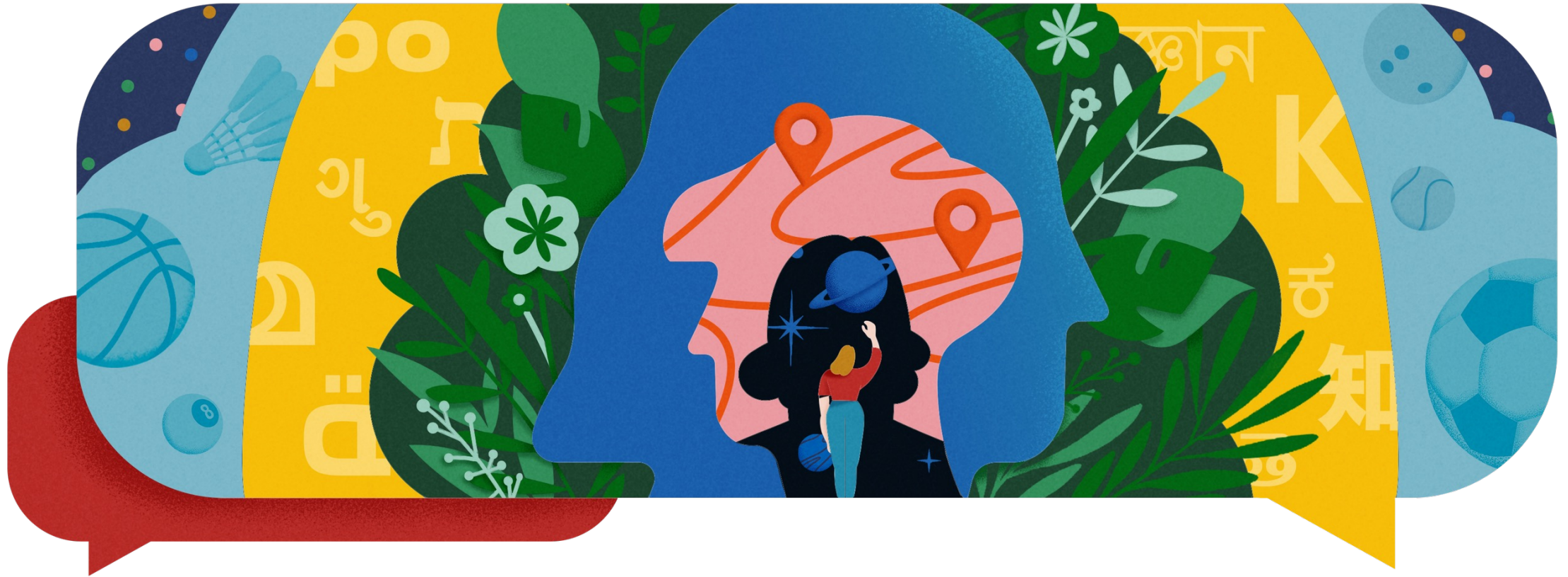
Implementing **interactive and immersive** elements that encourage **active participation**, deepening the **connection** between the event and its attendees.

Q & A

Try to leave this world a little
better than you found it.

Sir Robert Baden-Powell





**Try to leave THE PEOPLE in this world
A little better **than you found it.****



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