# A Creative Engagement Guide

## What it is

Identify what it is you want to make more engaging

e.g. report, presentation, meeting, event, particular customer/partner interaction etc

Helpful Tip — Practical and specific makes it easier

**Success factors** — Capture what success is , not just for your thing, but for your audience. What is value for them in being involved

Helpful Tip — If possible, get the audience to help you with this

**Look Sound Feel** — Think about and capture the experience you want people to have. What do / don't they see, hear and feel

Helpful Tip — Check out TaAF.co.uk/resources for a guide on things to do/avoid

**Design out the barriers** — Identify potential barriers for audience engagement and design them out of your interactions before the exist

Helpful Tip — Think of your own barriers or a specific person in your audience

**Place People Time** — Don't forget the simple things that can have a real impact on engagement. What are the opportunities / limitations

Helpful Tip — Don't miss this, it can make or break a plan

**Ideas and key messages** — Capture all ideas that pop into your head and the key messages you need to get across

Helpful Tip — Don't limit this yet, refine down when you create the plan

Helpful Tip — Don't try and get in all ideas / messages etc, focus on the best ones

## Design a plan that delvers on the prep

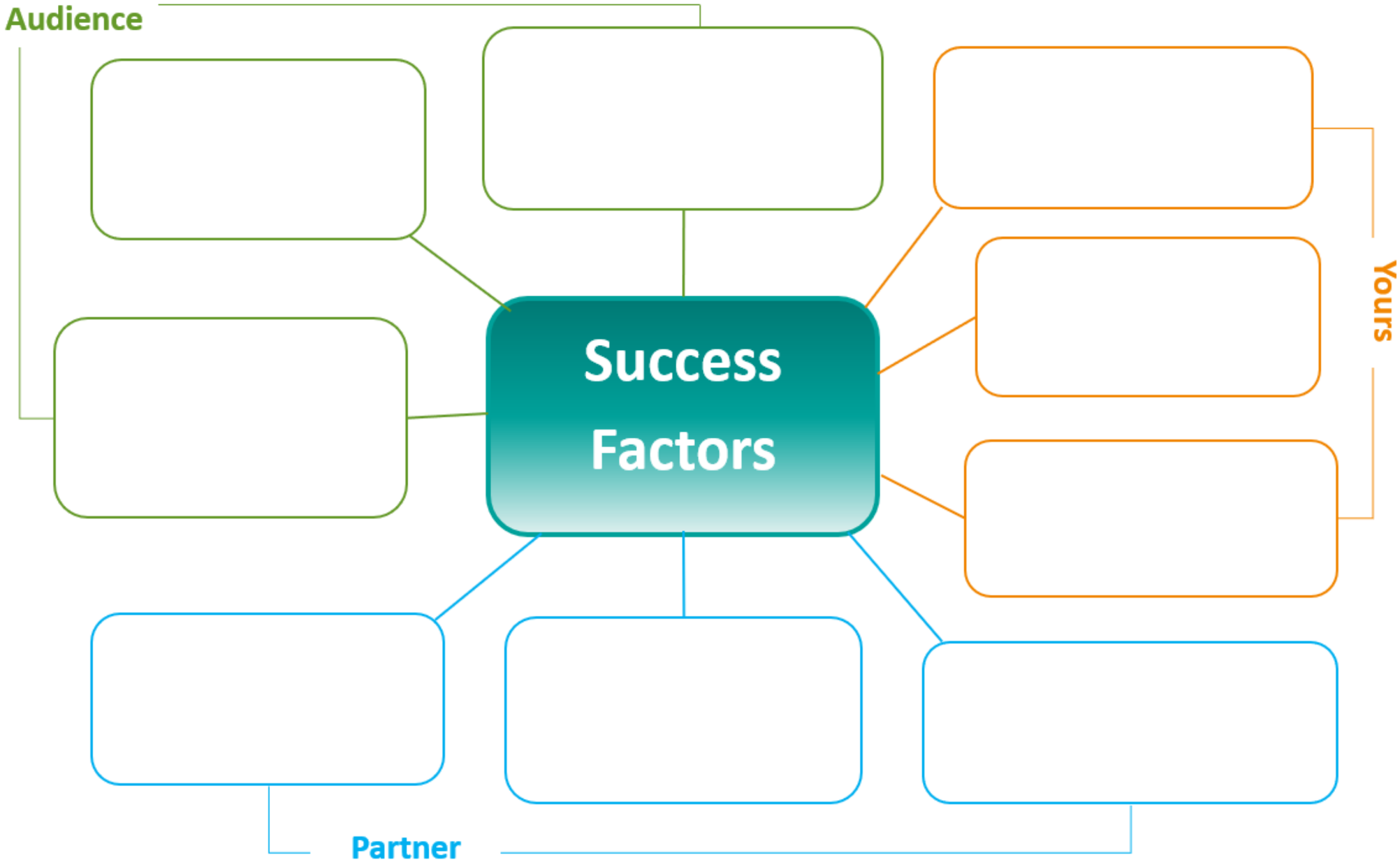
The plan itself can be in different formats and styles (that work for you) and should include things like timings, resources, actions, leads etc

Helpful Tip — Halfway through and at the end, test your plan against your success factors; if it doesn't deliver on them, change it

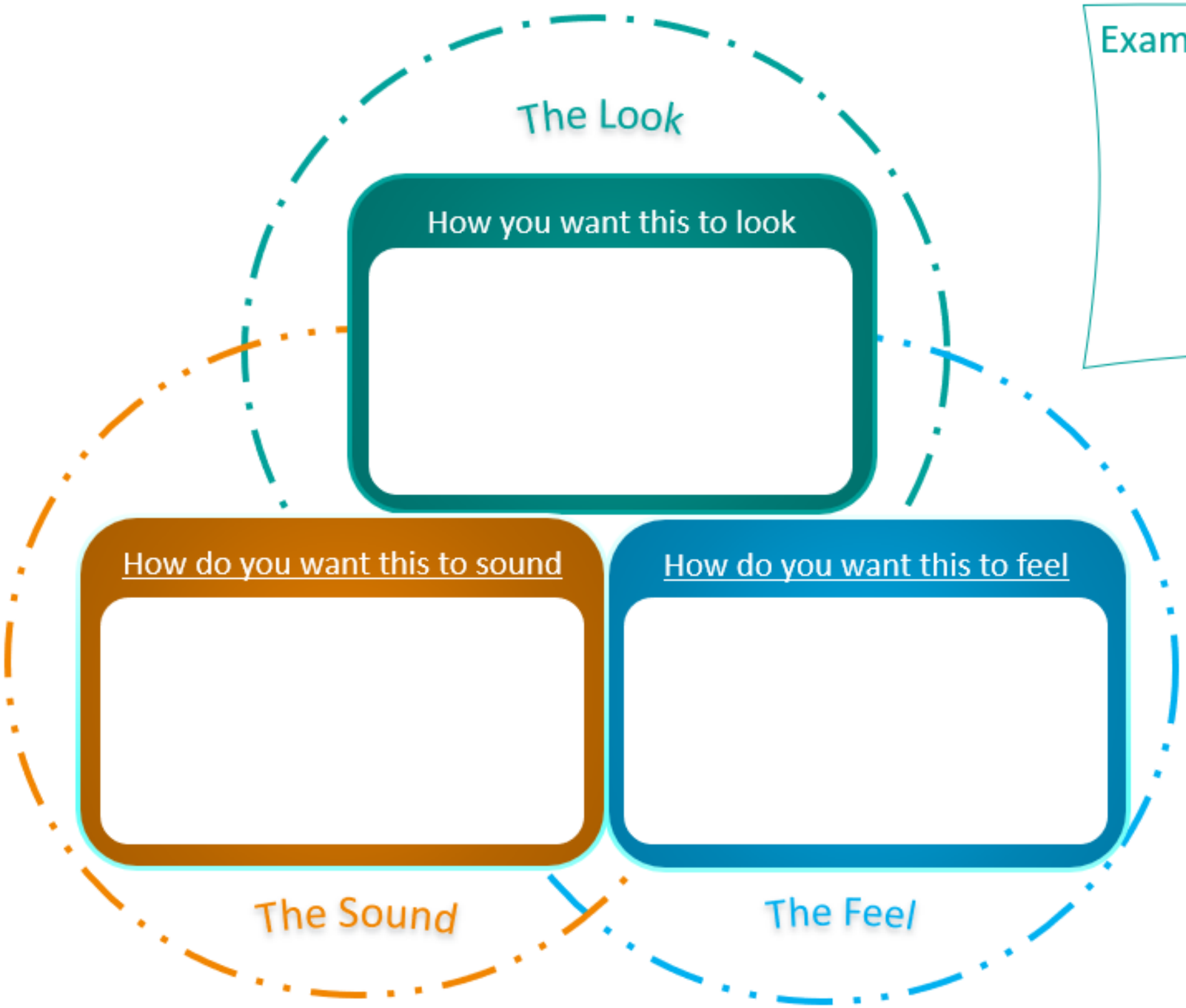
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- Involve others in your planning / design
- CBC – Connection before content
- Design for contribution not consumption
- Pinch good ideas – tools, activities, warm-ups – Check out TaAF.co.uk/resources for a toolkit

# Success factors – finding value for everyone



# The Look, The Sound, The Feel




Examples –

Ideas box

# Removing the barriers…before they exist

My audience is _____

Design ideas to remove the barriers

Potential barrier for them



1.
2.
3.



1.
2.
3.



1.
2.
3.

# Place, People, Time

## Environment

The space you have (physical / virtual)

If at a venue (is that the best venue considering your success factors / audience)

The limitations / opportunities the environment presents

The things that are available to you in that space

## Logistics

The amount of people

Day of the week, time of the day

How long you have  for what you want to do

Your / team capacity

What else?

# Ideas and key messages

Ideas

Key messages

# Planning Template

| Time | Duration | Activity | Key content | Action | Resources |
|---|---|---|---|---|---|
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