

# PEELING THE LAYER OF NEEDS

Helsinki

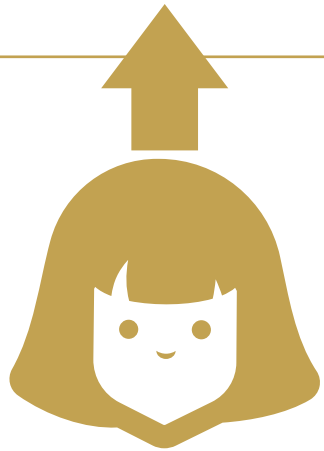
Super hidden needs



Hidden needs



Obvious need



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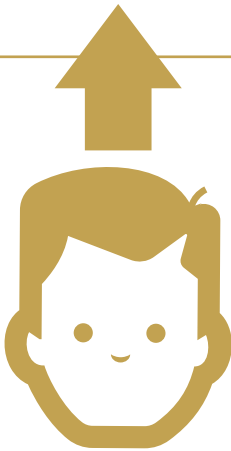
Super hidden needs



Hidden needs



Obvious need

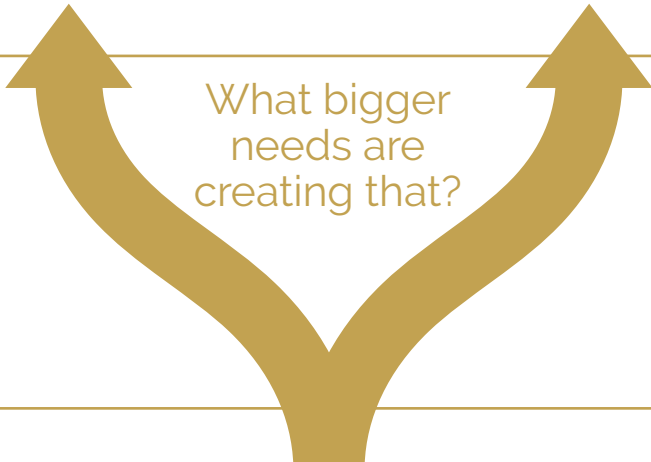


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Super hidden needs



Hidden needs



Obvious need



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4

What could be the needs and reasons behind those?

3

Dig deeper. What are their social or emotional needs?

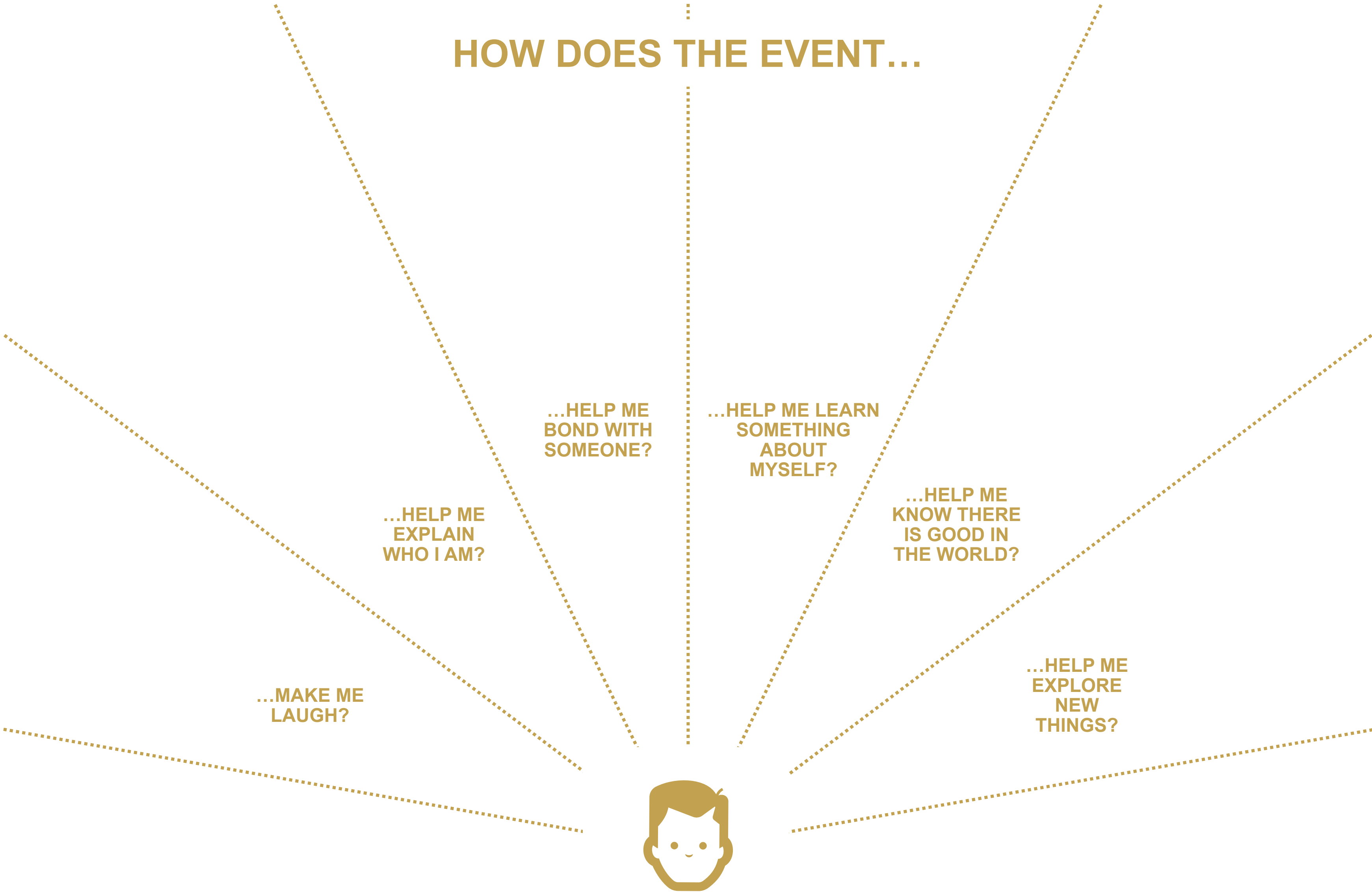
2

Why will they attend the event? What is the most obvious reason?

1

List the groups of people you are about to invite.

HOW DOES THE EVENT...



2

If you have difficulties finding credible answers, it could be a sign that you don't know your participants intimately enough.

1

Look at your event from the participants' perspective. Try to imagine ways to help them experience new things, connect and discover themselves.

# INVITING THE RIGHT PEOPLE

Do the invitees have what it takes?

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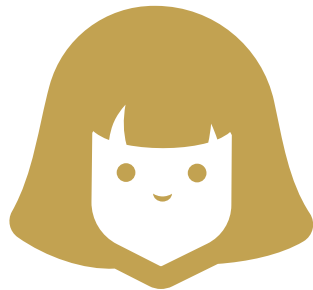
Passion

Awareness

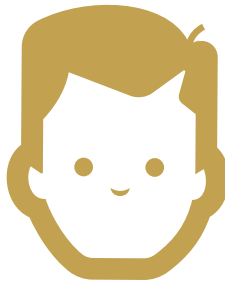
Need

Time

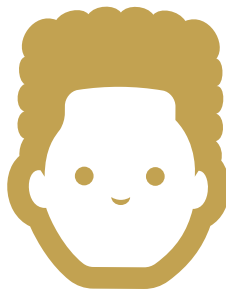
Skill



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2

Do they have passion towards the topics? How would you describe their passion?

3

What is their core expertise on the topics?

4

Do they have a genuine need for this event? How would you describe it?

5

Do they have the time to invest in this event? How much? When?

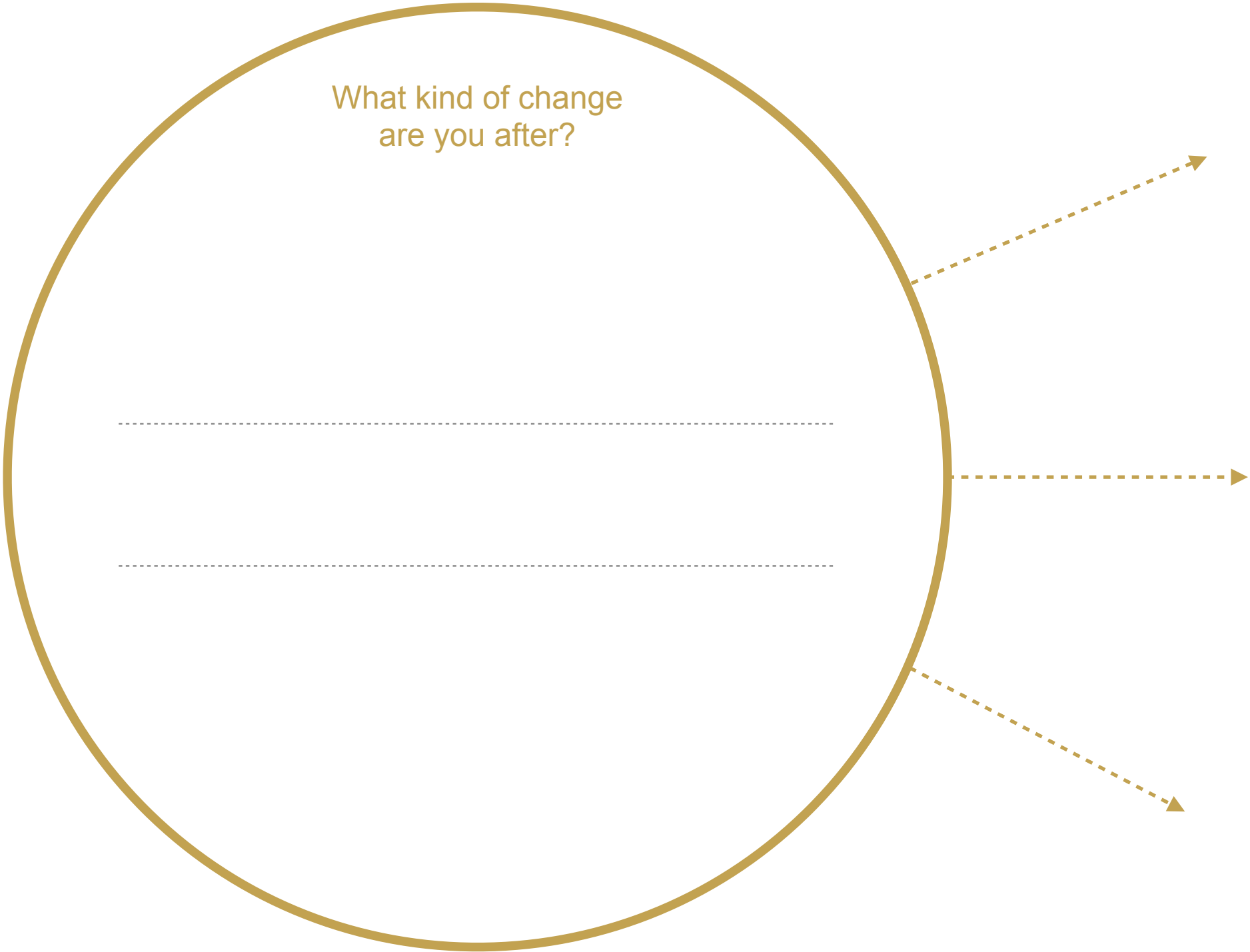
6

Do they have the talent, connections and resources (skills) to put things into action after the event? What?

1

List the groups of people you are about to invite. To be sure they fit your event, go through the list.

## WHY DO YOU WANT TO BUILD THIS EVENT?



### SLICED

What different paradigms drive you?

What impact will this event have in your work? For example relating to finances, long-term business, mission-based, social, personal activities...

1

Paint the big picture. What is the one major reason for organising this event?

2

Divide the big picture into smaller sub-segments.

# DEFINING THE CHANGE

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FOR THE BIG GOAL TO HAPPEN, WHAT NEEDS TO CHANGE?

IN PEOPLES' AWARENESS

GOAL	EVENT ELEMENT

IN PEOPLES' MINDSETS

GOAL	EVENT ELEMENT

IN PEOPLES' ACTIONS

GOAL	EVENT ELEMENT

1

What needs to change for the end goal to materialise? What will people need to learn? How do their attitudes need to shift and how must they act differently after the event?

2

If you had to choose one event element that best drives that change, what would it be?

# EVENT ELEMENT DISTRIBUTION

Helsinki Method: Take action



FOCUS ON  
EMOTIONAL  
IMPACT

FOCUS ON  
KNOWLEDGE  
AND  
AWARENESS  
IMPACT

FIXED  
SETTING

OPEN  
CO-CREATION

Aim to have  
more elements  
on this side.

1

List the elements of the event and place them on the matrix.

2

Make sure the event elements support the main goal of the event. In order to keep the audience's attention, ensure you have enough elements that support open co-creation.

# OPEN EVENTS

Helsinki Method: Be fragile

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## EVENT COMPONENT STYLE

## OUTCOME STYLE

FIXED  
SETTING

FIXED  
OUTCOME

OPEN  
COLLABORATION

UNPREDICTABLE  
OUTCOME

1

Make a list of the event's components and place them along the line according to how controlled they are from the organisers viewpoint.

2

Specify the desired outcomes of the different event components. Place them along the line according to how surprising you think the results will be from the organiser's viewpoint. Aim for open interaction.

3

Estimate whether the event components are in the right balance relating to the goals. Be bold.

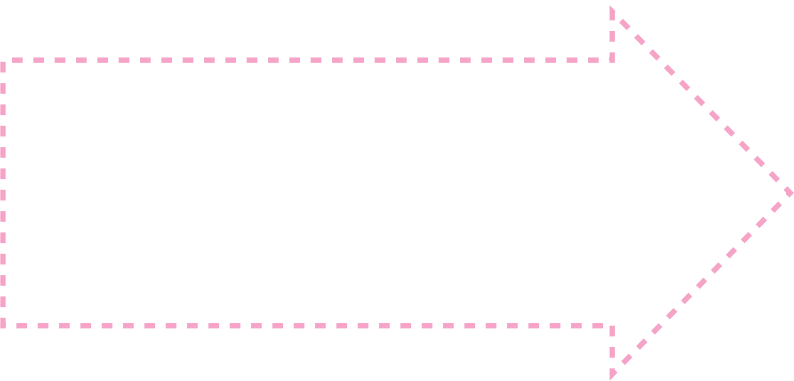
Try to push things this way.

# BALANCED CONTENT

Helsinki Method: Be equal

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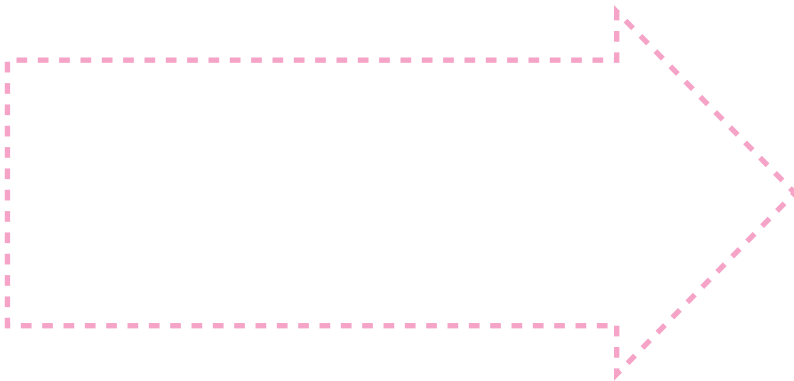
WHAT IS THEIR PREFERRED WAY OF PARTICIPATING?



How will you take this into account?

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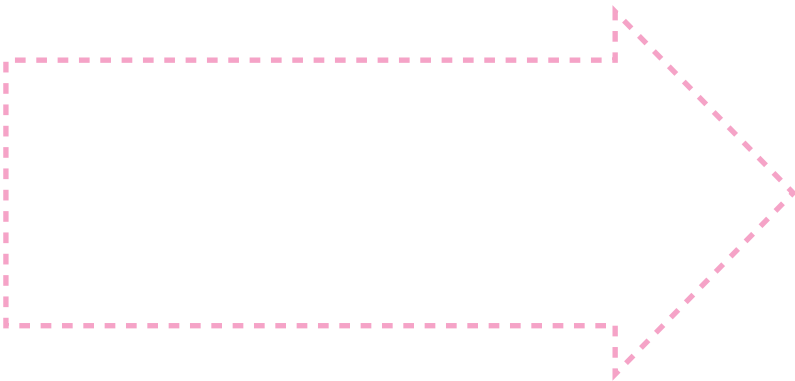
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WHAT WOULD BE THE GREATEST OUTCOME FOR THEM?




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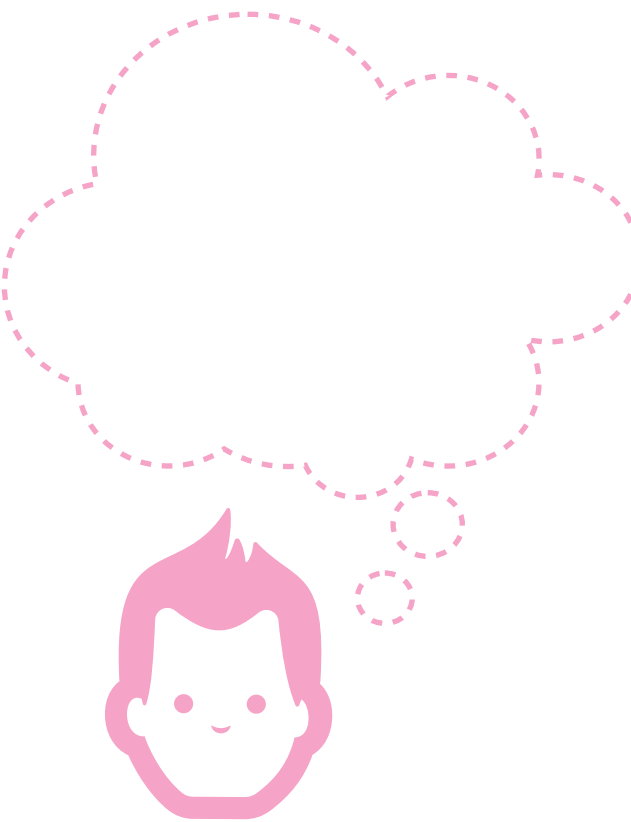
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WHAT MAKES THEM UNCOMFORTABLE?



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WHAT MAKES THEM UNCOMFORTABLE?



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WHAT MAKES THEM UNCOMFORTABLE?



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3

Think about how you can take their expectations into consideration when planning the event.

2

Put yourself into the participants' position. What makes them uncomfortable? What are their wishes? How would they like to participate?

1

List the key groups of participants.



# PACKAGING

Helsinki Method: Feel at home

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HOW TO MAKE THE EVENT FLOW: ELEMENTS FEEL FAMILIAR  
(AND COMFORTABLE) TO THE PARTICIPANTS

EVENT  
COMPONENTS

ROLES/  
PEOPLE

PLACES

SYMBOLS

COMMUNICATION,  
INTERACTION AND  
GUIDANCE

COMMUNITY FORMATION

EVENT ELEMENTS

CONTINUITY

1

List ways to make the event familiar to the participants in different phases. How can you make it resemble something they already know?

2

Go through the event concept multiple times during the preparation process and make sure there are no elements the participants do not understand or find uncomfortable.

Don't try to push too many new ideas for the participants.

E.g., If the participants are used to register using email and a credit card, don't switch to Telegram and Paypal.

# SUMMARY FOR BRIEFING

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## WHO

## WHY

WHO ARE THE PARTICIPANTS?

WHY ARE THEY THE MOST RELEVANT?

WHAT DO THEY NEED FROM THIS EVENT?

WHAT IS THEIR PREFERRED WAY OF PARTICIPATING?



## HOW

HOW DO YOU DISTRIBUTE YOUR EVENT ELEMENTS?

HOW DO YOU ENSURE EVERYONE IS COMMITTED TO THIS BRIEF?

WHAT ARE THE CONTENTS AND PROJECTS THIS EVENT WILL CREATE?

Focus on emotional impact

Focus on knowledge and awareness impact

Fixed setting

Open co-creation

In peoples' Awareness

In peoples' mindset

In peoples' actions

For the big goal to happen, what needs to change?

WHY DO YOU WANT TO BUILD THIS EVENT?

What kind of change are you looking for?