



UNDIVIDE

THE
GREAT
DIVIDE



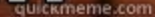
Sharon Fisher

Play with a Purpose

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- **Feel free to ask questions anytime.**







WHY
NOW?



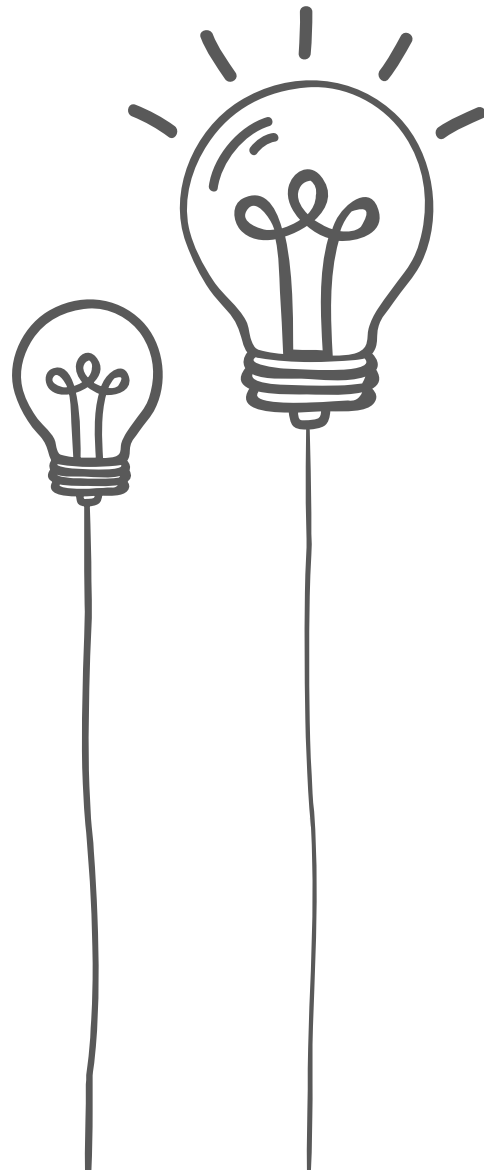




“Tell me and I forget.
Teach me and
I remember. Involve
me and I **LEARN**.”

Benjamin Franklin

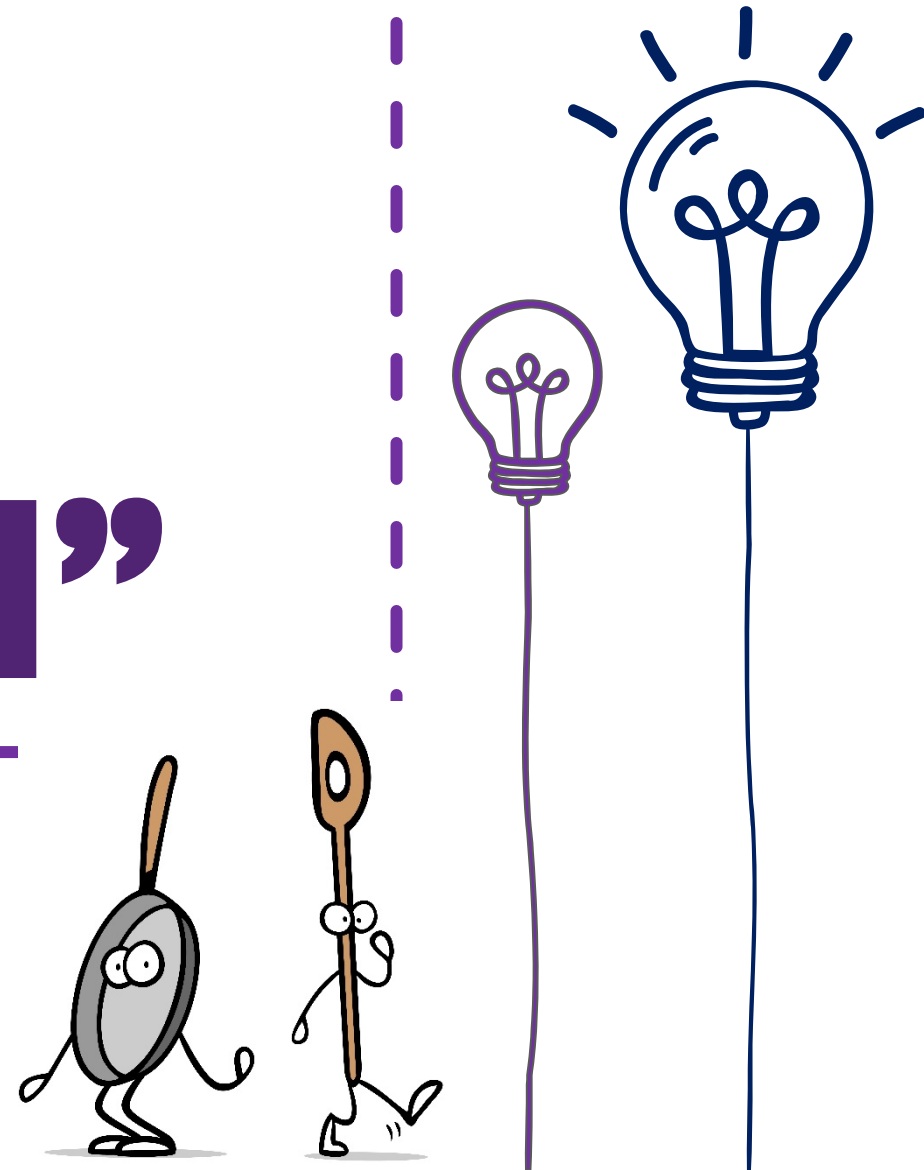
"The master in the art of creating great events (live, hybrid, virtual) makes little distinction between learning and connecting, classroom and hallway, teaching and playing, content and conversation. Their events leave it up to the guest to decide if they are working or playing. To the designer, they should always be doing both."







PURPOSE before “PLATFORM”



CREATING STRATEGY FOR YOUR EVENT

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What are the key messages or learning we want the audience to walk away with?

What do we want them to feel or think about based on the key messages?

What action or next steps do we want them to take?

Learn / Know	Think / Feel	Do



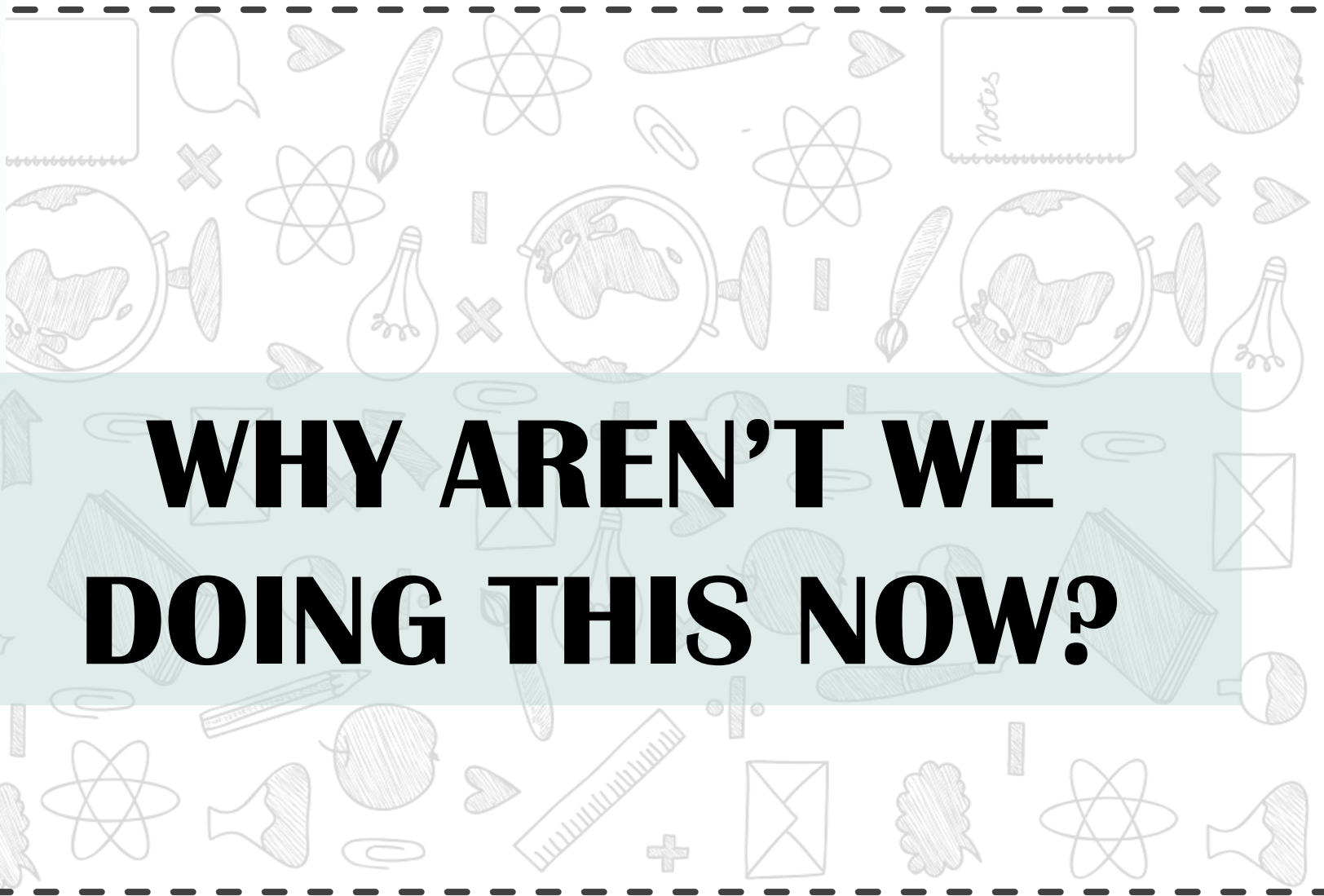
*The strategic,
active
engagement
of attendees
in
opportunities
to learn
through doing*

Experiential Learning

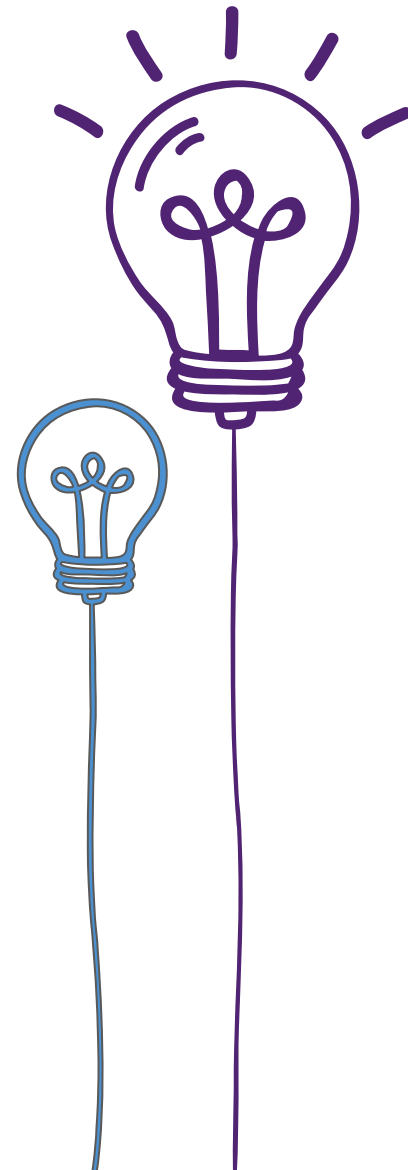
Engagement

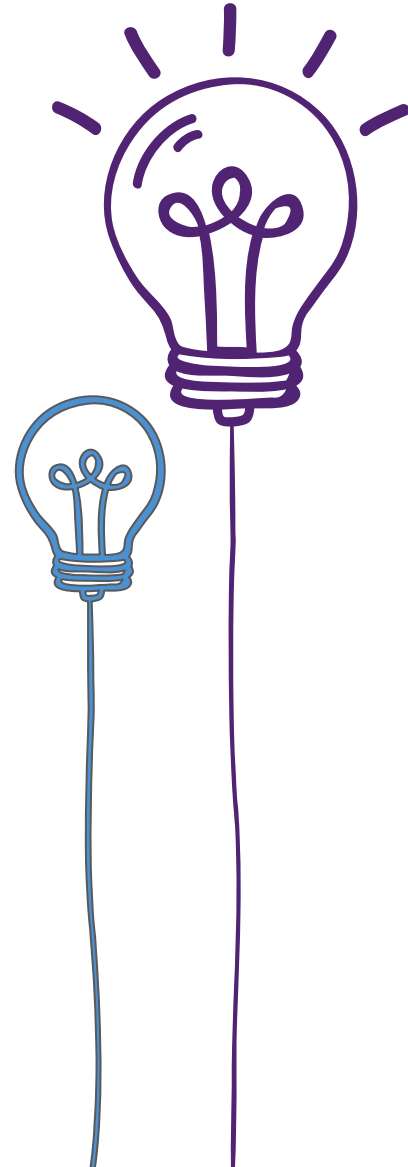
Learning

Connecting



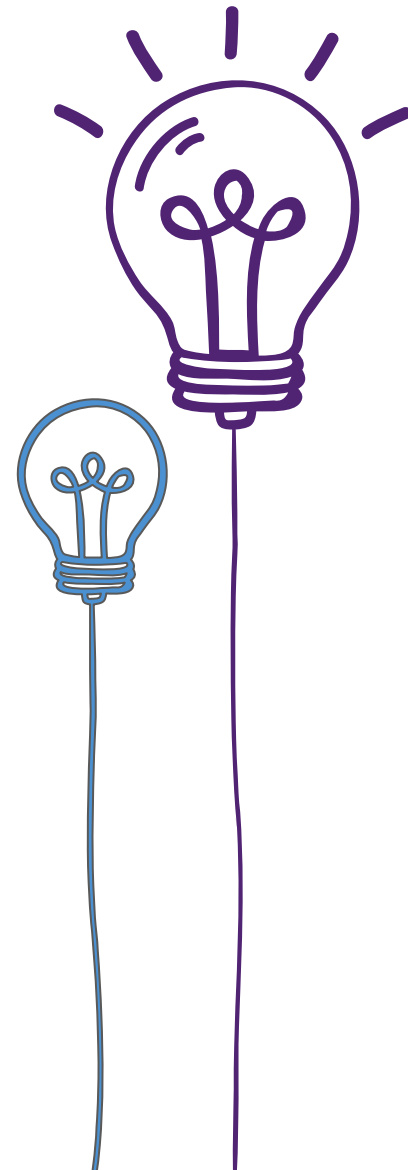
**WHY AREN'T WE
DOING THIS NOW?**









Interactive Exercises

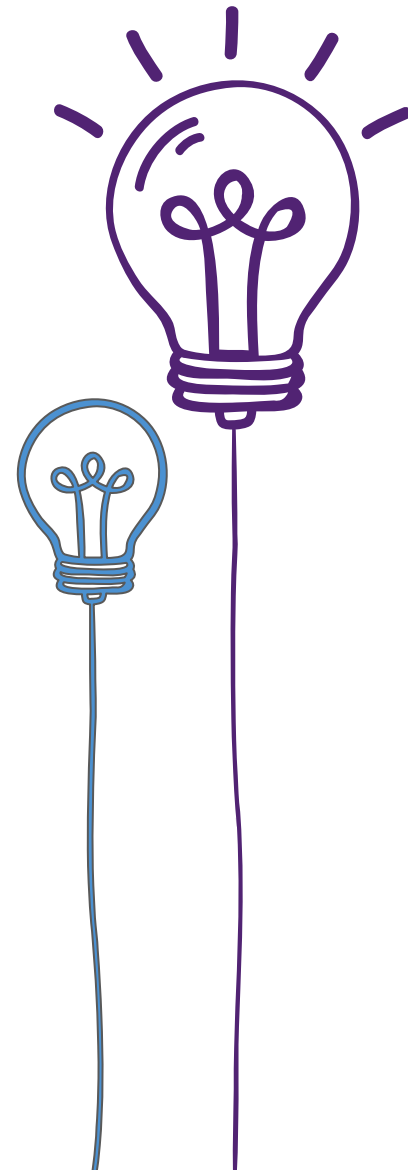


The logo is a rectangular sign with a yellow border of glowing light bulbs. The text "STUMP THE CHUMP" is centered on a light yellow background. "STUMP" and "CHUMP" are in large, bold, orange letters with white outlines. "THE" is in smaller, grey letters with a white outline, positioned between "STUMP" and "CHUMP".

**STUMP THE
CHUMP**



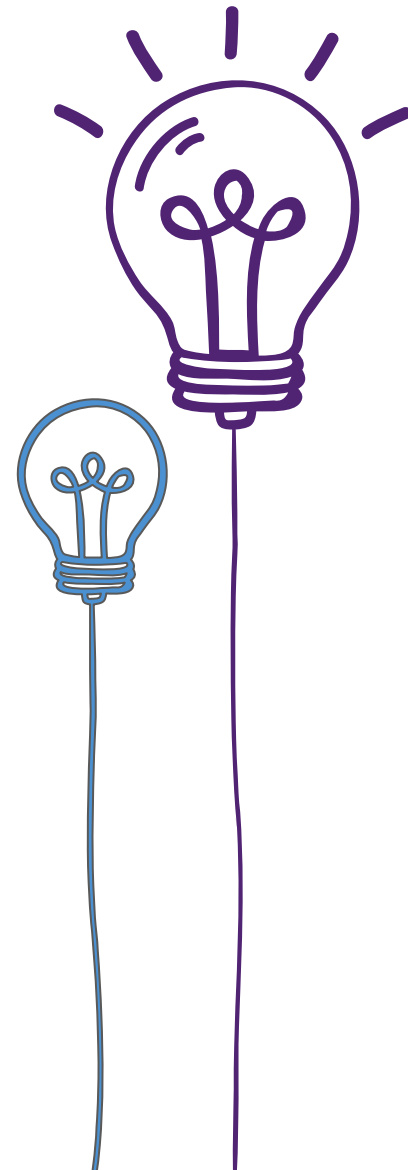
Learning Excursions

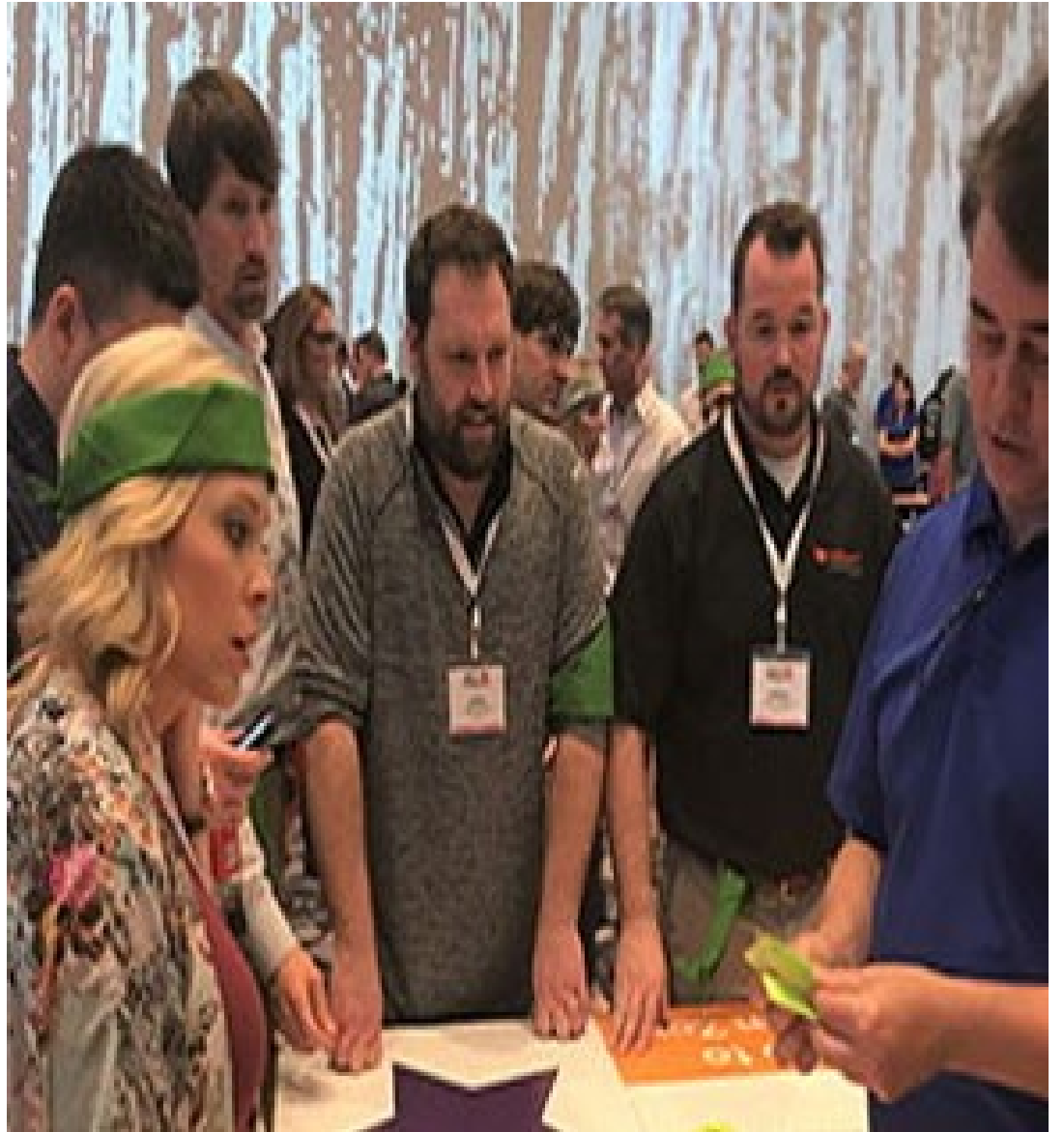




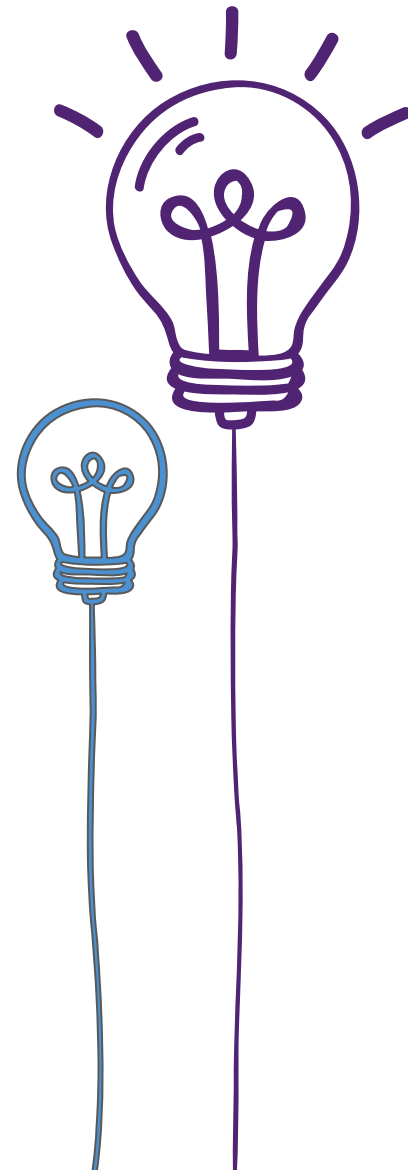


Games & Simulations





Traditional Conference Education	Learner Focused Education
Content Focus	Problem Solving Focus
Presenter Dominated	Attendee/Learner Focused
Watch	Collaborate/Participate
Memorization of facts	Application of Knowledge
Speaker as Expert	Learners as Experts
Alone	Creates Connections
Have To Be There	Want To Be There
Too Long	Not Long Enough





Going to new places

Searching for a new feeling

Researching a new subject or discovering new experiences

Uncovering new learning and points of view



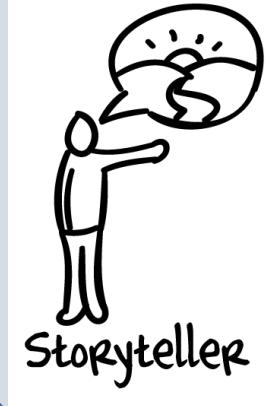
EXPLORER

Become part of a story

Performers of magic, dance, lectures

Realm of imagination

Reading novels, watching and starring in movies



Storyteller

Party givers

Instigators of great excursions

Dynamic center of the social world

Born organizers



Director

Take apart and put back together

Share, display...or not

Artistic, mechanical

Joy in making something...or making something work



CREATOR

Laughter

All kinds of nonsense...

Improv

Cartooning

Make people laugh



Joker

Be #1. Winning

Games and keeping score

Solitary or social

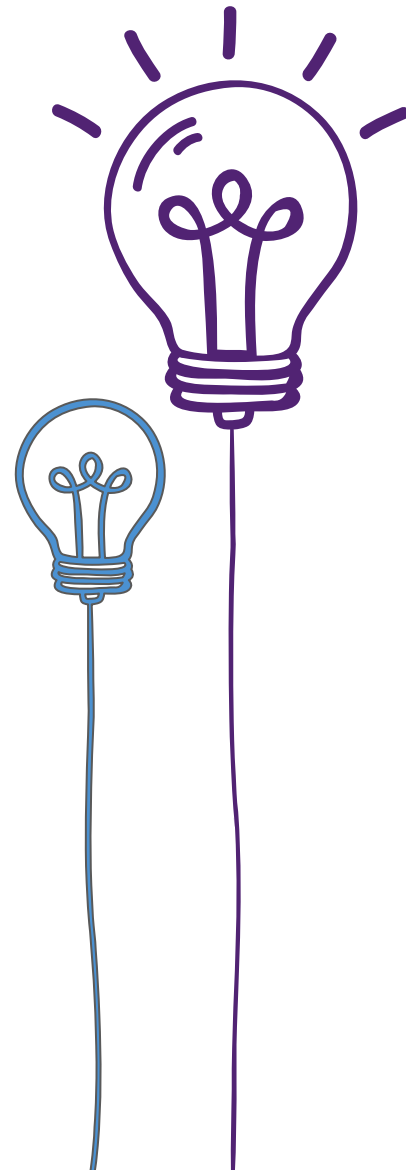
Participated in or observed as a fan

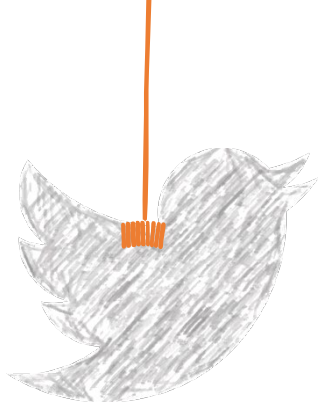


Competitor

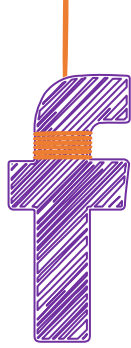


- **Asking questions**
- **Investigating**
- **Experimenting**
- **Being Curious**
- **Solving Problems**
- **Assuming responsibility**
- **Being creative**
- **Constructing meaning**
- **Defending concepts**
- **Putting it to use**
- **Describing or teaching**
- **Collaborating**





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playwithapurposeevents

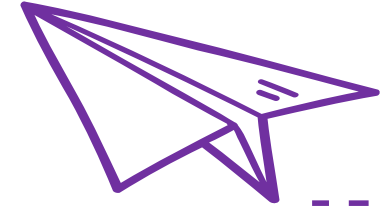


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#PlayonEvents



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*Need a copy of the
slides or want to be
invited to a demo?*

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