

# COLLABORATIVE CONFERENCE DESIGN

## PARTICIPATORY ORGANIZATIONAL DEVELOPMENT



## IS COLLABORATIVE DESIGN RIGHT FOR YOU?

### ASK YOURSELF THESE FIVE KEY QUESTIONS:

#### 1. DO YOU VALUE STAKEHOLDER OWNERSHIP AND BUY-IN?

Events designed collaboratively tend to yield stronger participation and post-event momentum. If you want your audience to feel deeply connected to your event's goals and outcomes, collaborative design can help align vision with shared purpose.

#### TRY ASKING:

- Who needs to feel like this event reflects their priorities?
- What voices are essential to shaping the agenda?

#### 2. ARE YOU MANAGING DIVERSE PERSPECTIVES OR CROSS-FUNCTIONAL INPUT?

Whether you're convening leaders from across regions or weaving together multiple departments, collaborative design helps surface and integrate different views into one cohesive whole.

#### TRY ASKING:

- How can we make space for different worldviews and roles?
- What tensions might arise—and how can the agenda help navigate them?

#### 3. DO YOU WANT YOUR EVENT TO LEAD TO REAL OUTCOMES AND ACTION?

Many events feel good in the moment but fade quickly. We design for clarity of next steps, shared accountability, and forward momentum—so your event doesn't end when the lights turn off.

#### TRY ASKING:

- What kind of change do we want this event to spark?
- How will we know it worked?

#### 4. IS RELATIONSHIP-BUILDING JUST AS IMPORTANT AS INFORMATION-SHARING?

Conferences aren't just about content—they're about people. A collaborative approach can ensure space for informal connection, storytelling, and community-building, even while accomplishing strategic goals.

#### TRY ASKING:

- How can we design for connection, not just content?
- What experiences will help people feel a part of something?

#### 5. DO YOU NEED BOTH STRUCTURE AND FLEXIBILITY?

Collaborative design allows for smart scaffolding with enough room for real-time adaptation. It's not about chaos—it's about co-creation with intention.

#### TRY ASKING:

- Where can we invite creativity without losing focus?
- What's non-negotiable—and what's open to emergence?

### READY TO EXPLORE NEXT STEPS?

Whether you're early in your planning process or revisiting a legacy event, this guide can be the beginning of a more intentional, engaging, and collaborative journey.

If you're curious about what this could look like in practice—or want a sounding board—we'd love to connect.

#### WANT HELP DESIGNING YOUR NEXT EVENT WITH A COLLABORATIVE APPROACH?

Let's talk about what's possible.

GET IN TOUCH:  
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