The 8 Steps of Planning™
Got An Event Coming Up?

For decades our team has used an eight-part framework to design events of all sorts. The framework was first codified by Dr. Jane Vella and we have enhanced it over the years through our global work.

Below is a snapshot of the framework. It helps you create a solid foundation by asking the same questions that you always ask, but in a particular order.

An Iterative Process

Who?	*Who are the participants and what questions/experiences do they bring?*	
Why?	*What is the current situation, and why is the learning relevant?*	
So That?	*What will be different as a result of this experience?*	
When?	*How much time is available, and how does this influence the content?*	
Where?	*Where is the event, and what are the implications/opportunities for the event?*	
What?	*What content (skills, information, perspectives) will you focus on??*	
What For?	*What will participants do with the content to show you that they got it?*	
How?	*What's the process we're going to use to get this done?*	

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