Remember, it’s up to us as event organizations to make explicitly clear for participants why we are gathered and what we all stand to gain. What can this gathering of particular people at this particular time uniquely learn and do together? To have true purpose-driven events requires actively managing of the conversation during the event, and a planning process that starts with a clear goal that all organizers agree on.

**1 Always Start with the Why.**

As you plan, make sure that the Who, What, When, and Where of your event all clearly relate back to fulfilling your Why.

**2 Be Intentional About Every Detail.**

Make it easy for participants to stay attentive and engaged by clarifying to them the goal, structure of the event, and how they can engage. And no matter what event format you choose, be sure to always integrate even brief interactive activities and exercises (see the Facilitator’s Toolkit for 20 recommended activities that can be adapted to a wide range of settings).

**3 Engage your Participants from the First Minute to the Last.**

Involve a wide variety of diverse voices for a rich exchange and better outcomes – and prioritize voices from the communities most affected by the issue at hand. Facilitate the conversation in a way that can surface uncommon views and make all voices heard.

**4 Be Inclusive.**
5 Be True to Your Word.

Don’t frustrate your attendees or participants by failing to deliver on what you promised. Instead, actively hold yourself and other organizers accountable to fulfill your event goal and stay true to your event description.

6 Use Visuals Often, and Wisely.

Bring more power to your point: remember that many people are visual learners so integrate visuals in a way that can clarify, simplify and enhance – rather than distract from – key ideas.

7 End with Top Takeaways.

We most remember the very beginning and end of any event, so make it easy for your participants to know what are the top ideas you want them to take away, by stating them explicitly at the end.

8 Remember that Feedback is Your Friend.

Plan to collect real-time feedback during the event (so you can adjust as you go), and immediately at the end of your event, and remember to close the feedback loop by reporting back to your participants what feedback you received, and how you plan to act on it!