



Hospitality+ Center
for Innovation and Training

UNIVERSITY OF CENTRAL FLORIDA

Basics of Design Strategy for Events

EVENTSTM
+ngineering

PHASE	KPI EXAMPLES	WHAT IT TELLS YOU
Pre-Event	Topic voting, Early registration, Pre-buzz shares	Who's excited before you begin, and how much they want to help shape it
During Event	Poll votes, App usage, Q&A participation	Who's actively shaping the experience, not just attending
Post-Event	Guest quotes, Follow-up posts, Return sign-ups	How deeply guests connected, and whether the feeling lasts beyond the event
ALL Phases	Sentiment tracking, Content contribution	How guests felt and what they created across every moment

Tip: Use this map to see the full co-creation journey, not just the moment of the event before and after.

My EVENTSTM Model at a Glance
One action for each Phase of unforgettable event design

- E** Explore: I would research or listen to...
- V** Visualize: I want to explore wild ideas like...
- E** Engage: My story or concept might center around...
- N** Narrate: I'll shape the guest journey using...
- T** Together: I'll bring others into the process by...
- S** Spark: I'll keep the momentum going by...

SCAMPER

- S** SUBSTITUTE: Replace parts of your plan to improve results. Take time, or think about it later.
- C** COMBINE: Merge ideas to create something new.
- A** ADAPT: Borrow successful ideas from other events.
- M** MODIFY: Change something about your plan.
- P** PUT TO ANOTHER USE: Can your idea be used in a different way?
- E** ELIMINATE: Remove unnecessary parts.
- R** REVERSE: Do the opposite of what you're planning.

In-the-Moment Metrics: Reading the Room in Real Time

KPI TO TRACK	WHAT IT TELLS YOU
Check-in vs. early exit	Are people staying engaged, or dropping off early?
App engagement (features used)	Are guests exploring, connecting, or just browsing?
Poll participation	Are guests influencing session flow?
Live Q&A or chats	Are guests asking questions or seeking help?
Social posts during event	Are guests sharing their experience?

Tip: Don't wait until the end. Use these metrics to adjust your plan in real time.

RESEARCH INNOVATION

STRATEGY

SPARK

Layla Eventsngineer

Talia Eventsngineer

COURSE DESCRIPTION

This course equips students to design emotionally resonant and strategically innovative events using the EVENTS+gineering™ methodology. Learners explore spatial storytelling, creative placemaking, and co-creation strategies while applying tools like the SPARK model, FLOW model, and P³ framework. Core topics include guest journey prototyping, stakeholder engagement, and emotional continuity. Through real-world case studies, students learn to lead creative teams, align events with strategic goals, and build immersive, inclusive, and sustainable event ecosystems that drive long-term impact.

Join us to become a leader in the event industry!

LEARNER TESTIMONIALS

MODULE 02: Innovation and Inspiration within Event Planning

The lessons in Module 02 fortified my thoughts on the importance of a positive, safe work environment in order to inspire creativity, collaboration, and allow teams to plan better events. It not only teaches you how to create these environments, it helps you point out where potential issues could lie, like silos, and how to identify and address them.”

GIOVANNA | FLORIDA, UNITED STATES



COURSE LEARNING OUTCOMES

1

Design emotionally resonant experiences by applying storytelling, sensory elements, and spatial strategies to event planning.

2

Evaluate and integrate co-creation frameworks that empower guests as active participants and contributors to the event experience.

3

Analyze and respond to industry trends, team identities, and audience values using appreciative inquiry and systems-based research methods.

4

Apply advanced design thinking methodologies to prototype, iterate, and elevate events across the full guest journey.

5

Develop and implement inclusive event strategies that reflect psychological safety, cultural insight, and emotional alignment.

6

Construct and communicate visionary concepts using frameworks like P³, SPARK, and Concept Continuum to align teams and stakeholders.

7

Measure emotional, strategic, and participatory success through customized KPIs, sentiment tracking, and audience behavior analysis.

8

Strategize for sustained engagement by designing post-event rituals, digital extensions, and memory anchors.

9

Lead creative collaboration by facilitating ideation, testing, and co-creation among teams, guests, and partners.

10

Transform constraints into opportunities by leveraging tools, leadership mindsets, and environmental limitations to fuel innovation.

HP+C3: Basics of Design Strategy for Events

This self-paced e-learning course is designed to guide students through comprehensive lessons. Each lesson consists of engaging video and text content with interactive activities, followed by a quiz to assess understanding, and a review session with reflection questions, key takeaways, and glossary of terms. The educational experience emphasizes critical thinking and independent work, with assessments that ensure students meet all learning objectives and master the content.

COURSE JOURNEY



EVALUATION

The evaluation is structured to ensure that students engage deeply with the content, develop critical thinking skills, and demonstrate independent learning. A mix of multimedia materials enhance the learning experience.

10 MODULES

2 HOURS EACH

SELF-PACED

VIDEOS

ACTIVITIES

STUDY GUIDES

FORMAL ASSESSMENTS

LEARNER TESTIMONIALS

I would absolutely recommend this course to anyone looking to break into the event and entertainment industry. The way it focuses on real-world challenges, creative problem-solving, and industry-relevant skills makes it stand out. I also appreciated the flexibility of the self-paced format, which allowed me to fully absorb the material and apply it to my own career goals without feeling rushed. It's one of the few courses that truly prepares you for the unpredictable, fast-paced nature of this field."

RANEEM | JEDDAH, SAUDI ARABIA



COURSE AUTHOR

DR. MANUEL RIVERA

**UCF ROSEN COLLEGE
ASSISTANT DEAN,
HOSPITALITY+
CENTER DIRECTOR**



MARGARET ZORRILLA

PROJECT MANAGER



 **Hospitality+ Center
for Innovation and Training**
UNIVERSITY OF CENTRAL FLORIDA



**Rosen College of
Hospitality Management**

UNIVERSITY OF CENTRAL FLORIDA

hospitality.ucf.edu

ABOUT US

2024 ShanghaiRanking

#1

Hospitality & Tourism
Management program
in the USA

 **Rosen College of
Hospitality Management**
UNIVERSITY OF CENTRAL FLORIDA

2024 ShanghaiRanking

#4

Hospitality & Tourism
Management program
in the world

 **Rosen College of
Hospitality Management**
UNIVERSITY OF CENTRAL FLORIDA

UCF Rosen College of Hospitality Management, located in Orlando, Florida, offers students an unrivaled opportunity to learn and work in the heart of hospitality. UCF Rosen College is committed to providing an environment where we educate the next generation of industry leaders through internationally-recognized faculty, innovative academic programs, cutting-edge research, and strong industry and community partnerships, while delivering a global perspective on hospitality management, event management, entertainment management, lodging and restaurant management, and senior living management.

3,000

With more than 3,000 undergraduate students, the college is one of the largest and fastest-growing hospitality programs in the nation.

UCF PARTNERS IN USA AND THE CARIBBEAN

COCA-COLA LATIN CENTER BUSINESS UNIT

CURAÇAO NORTH SEA JAZZ FESTIVAL

DISNEY COLLEGE PROGRAM

CURAÇAO TOURIST BOARD

MAZDA NORTH AMERICA

WILD FORK FOODS

ARUBA.COM

CURRENT AND PAST PROGRAMS IN SAUDI ARABIA



Visit hcitc-edu.com to learn more |  register@hcitc-edu.com