Guest profile and the guest journey

02 · Discovery & Concept · about 11 minutes

Who is coming, what do they expect, what will they complain about? Build the guest profile and walk the journey from invitation to the ride home.

Before you start

The event you are applying this to (real or the running gala example):

Date · guests · budget envelope:

Work through the objectives

1. Build a guest profile with age, culture, accessibility and expectations

2. Map the guest journey in eight beats

3. Find the three moments that decide the review

Apply it: three decisions for your event

DECISION	WHAT YOU CHOSE AND WHY	OWNER / BY WHEN

Check your understanding

The guest journey begins at

Accessibility planning belongs

Answers are on the lesson page after you take the quiz.

One line to remember