CONVENTION CAREER CONNECTION: Event Brainstorming sheet

STEP 1: KNOW YOUR AUDIENCE

What are the ages of attendees?

Age	None	<25%	Up to 50%	Over 50%
<18	[]	[]	[]	[]
18-24	[]	[]	[]	[]
25-30	[]	[]	[]	[]
31-40	[]	[]	[]	[]
41+	[]	[]	[]	[]

What is the professional experience of your attendees?

Age	None	<25%	Up to 50%	Over 50%
No training or experience	[]	[]	[]	[]
Some training or experience	[]	[]	[]	[]
Professional – Apply skills	[]	[]	[]	[]
Highly Professional	[]	[]	[1	[1

What are the m	ajor interests of your a	attendees?	
1			
How serious ar	e your attendees?		[]Totally Professional
What kinds of f	eedback have you gott	en on your convention	?
1			
2			

STEP 2: EXAMINE YOUR OPTIONS: Teachers What Teachers do you have access to – or do you want to try?

STEP 3: EXAMINE YOUR OPTIONS: Approaches What Approaches do you usually use, can you use (such as right equipment/opportunity), or want to try						
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STEP 4: EXAMINE YOUR OPTIONS: SubjectsBased on the answers to Step 1, and your Teachers, what are good Subjects for your Career Events?

STEP 5: EXAMINE YOUR OPTIONS: KeepersWhat Keepers can you produce, that you want to use, or that your Teachers suggest or can provide?

STEP 6: EXAMINE YOUR OPTIONS: Pluses What Pluses do you have, can you try, do you want to try, or can be provided by Teachers?

STEP 7: Start Brainstorming!

Now you can look at your:

- Teachers
- Approaches
- Subjects
- Keepers
- Pluses

And ask what kind of events you can come up with!

Here are some methods of coming up with ideas:

- 1. Try and match up Teachers and Subjects and see what people you have to actually act as Teachers for given Subjects.
- 2. Rank Subjects in order of importance. Figure which ones you can do with available Teachers, potential Approaches, potential Keepers, and potential Pluses.
- 3. Randomly pick an entry from each of your lists, for each category (TASK+). See if they give you ideas for events.
- 4. Ask your potential Teachers their opinions on the Approaches, Subjects, Keepers, and Pluses and what events they'd like to do or try and how.
- 5. Match your most popular/likely/easiest Teachers, Approaches, Subjects, Keepers, and Pluses together to come up with the easiest, most popular events.

STEP 8: Fill In The Gaps:

Make sure you evaluate all your possibilities – then look for any gaps and figure how you can fill those in.

See the TASK+ Planning Sheet for individual events.