

# **CONVENTION CAREER CONNECTION: Event Brainstorming sheet**

## **STEP 1: KNOW YOUR AUDIENCE**

**What are the ages of attendees?**

<b>Age</b>	<b>None</b>	<b>&lt;25%</b>	<b>Up to 50%</b>	<b>Over 50%</b>
<18	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
18-24	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
25-30	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
31-40	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
41+	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

**What is the professional experience of your attendees?**

<b>Age</b>	<b>None</b>	<b>&lt;25%</b>	<b>Up to 50%</b>	<b>Over 50%</b>
No training or experience	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Some training or experience	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Professional - Apply skills	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Highly Professional	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

**What are the major interests of your attendees?**

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_
4. \_\_\_\_\_
5. \_\_\_\_\_

**How serious are your attendees?**

Not very                       Reasonably                       Very serious                       Totally Professional

**What kinds of feedback have you gotten on your convention?**

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_
4. \_\_\_\_\_
5. \_\_\_\_\_











## **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.