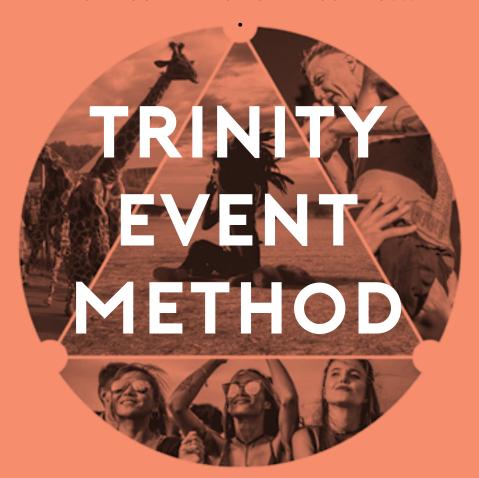
BRAINSTRING TENTOLAY

UNDERSTAND THE TRINITY EVENT METHOD IN LESS THAN 20 MINUTES...



...AND DESIGN
YOUR OWN TRINITY EVENT WITH
THIS BRAINSTORMING TEMPLATE

WWW.PETERDECUYPERE.COM/EVENT-ACADEMY

STEP 1

FIRST UNDERSTAND THE 3 EXPERIENCE PULSARS (GOD-ME-WE)...

DON'T WE HAVE TOO MANY GODS?



The GODS are of course the musicians/sportsmen/artists somewhere far away or high up on a stage. We pay to admire them or their achievements (books, works of art).

The GOD-xperiences, undergone by the visitors, are mostly limited to watching and admiring, and in the end being allowed to applaud or booh.

Adding some more (expensive) GODS to our event does not provide much extra value by the way. Too many gods, too many DJs, too many artists. Fortunately, the TRINITY EVENTS METHOD teaches us a number of simple ways to still make this GOD-EXPERIENCE PULSAR thump hard and add value.

MAKE 'ME' HAPPY!



Α TRINITY EVENT consists of 3 EXPERIENCE PULSARS (GOD/ME/WE) that need to produce a maximum of value and intens e experiences (pulsate)

GOD-XPERIENCES

STAP 1





This could lead to kids ...!

Give me an excuse for self-expression

ME-xperiences are about the experiences of the event visitors themselves, who want to be spoiled and enjoy as intensely as possible.

Think of Tomorrowland with its Jacuzzis and star rated chefs and other forms of pampering, which only seem to be for 'me, myself and I'!

But...with the TRINITY EVENTS METHOD we try to add as much self-expression as possible to these ME-xperiences. CUSTOMER EXPERIENCE becomes CUSTOMER EXPRESSION and because of this, the ME-XPERIENCE PULSAR will spread intense value a lot harder, and a whole lot more. Make this experience What if you can have the visitors do something together? Then all those visitors create value for and through each other! That's what the WE-Xperiences are all about!

A very simple example: turn a single swing (ME-xperience) into a double swing (WE-xperience). Something like that could even lead to kids...

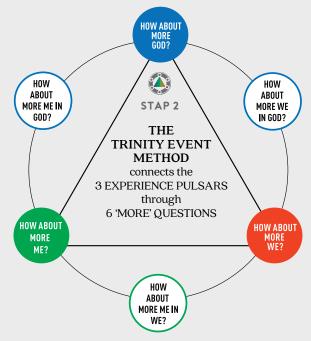
Think of Burning Man: no gods and hardly any services or ME-xperiences are provided. No, it is the visitors (or 'burners') who make the event together and thus create value for and through each other.

This is when the WE-XPERIENCE PULSAR works very hard and well.

STEP 2

...AND THE 6 CORRESPONDING 'MORE'QUESTIONS

Om onze 3 ontdekte EXPERIENCE PULSARS (GOD-ME-WE) maximaal waarde te laten pulseren. beantwoorden we 6 eenvoudige 'MORE' vragen.



With these 'MORE' questions, we do not only let the GOD-ME-WE-xperiences pulsate more value, but we also interconnect these three EXPERIENCE PULSARS even more intensively.



Do you get these 'BASICS'? Then continue unfolding this flyer and these 6 'MORE'-QUESTIONS will be converted into 12 immediately applicable INSPIRATIONAL FIELDŠ

STEP 3

HERE WE TRANSFORM THE 6 'MORE' QUESTIONS INTO 12 EASY-TO-USE INSPIRATIONAL FIELDS. WE TROT THROUGH THEM AND EACH TIME OFFER 2 CASES THAT CAN HELP YOU ON YOUR WAY TO CREATING YOUR OWN VALUABLE EXPERIENCES FOR YOUR VERY OWN TRINITY EVENT.

Here and there we provide a possible hashtag (Rule 3: IOURNALISTIC REFLEX) and on the following page we also show you how the INSPIRATION FIELDS can be easily (inter)connected (RULE 2: CONNECT)

LOCAL/ INTIMATE

LOCAL GODS AND/OR GREATER GODS IN AN INTIMATE SETTING



Boiler Room brings great artists (here: Laurent Garnier) in intimate settings, and then reaches a very large audience online via social media



At Couleur Café you have some locally known bicycle DJs who, wherever they stop at the festival, manage to build up an intimate party in no time.

RADICAL ME-XPERIENCES

IT'S ABOUT ME, MYSELF AND

Exclusive Tomorrowland airplanes, star rated

chefs, and luxury cabins on the camping ground: These ME-Xperiences are hard to top,

At Couleur Café, an eclectic urban festival,

among all the world's 'cuisines', you can also tr insects.This is an affordabe ME-xperience with love, that will stay with you for a long time.

but (usually) also very expensive. (photo Ton

BE THE ARTIST

I AM A GOD/ARTIST/PERFORMER



Visitors of a COMICON event (FACTS) come as COSPLAYERS and momentarily feel they're the gods of the event, #ImATFACTS



Participants in the Red Bull soapbox races and many other recreational sports events) are themselves the gods of the event

LET ME MEET THE ARTIST

WOW! I AM ACTUALLY 'MEETING' A GOD



Max Verstappen takes out time for autographs and thus 'meets' his fans #VERSTAPPENSIGNS



Not the real Messi, but a green key picture version with Messi, let me 'meet' him as if he were my best friend #MYFRIENDMESSI

HOW ABOUT

MORE ME

IN GOD?

HOW ABOUT

MORE ME?

HOW ABOUT MORE GOD?

RULES

1. THINK Start with an existing or original idea/experience and assign this to an inspiration field

2. CONNECT

See if you can connect that experience with other inspiration fields

3. JOURNALISTIC REFLEX

Think of a way to convert the found experience into content for your (content) marketing (think of a hashtag)

4. RETHINK

Restart from line 1, for as long as you consider it

HOW ABOUT MORE WE?

MAKE-IT-MINE

A PERSONAL TOUCH, MAKING THE EXPERIENCE 'MINE'



I make and mix a smoothie, with my individually selected fruit. This is 'my personal' smoothie. which in no way can be compared with an off-the DEC FANTA #MYSMOOTHIEMOMENT Inhoto WeCanDance



I choose a design at a stand, and then get it beautifully painted on my face.

GIVE ME AN EXCUSE FOR SELF-EXPRESSION

I LOVE TO EXPRESS MYSELF



Give people a marker and offer them a wall. You will be amazed at how expressive people can be and how



At camping Kitsch visitors come all this way essed up as marginally as possible. This is how they create value for each other through their self-expression #LFTSGFTMARGINAL

HOW ABOUT MORE WE IN ME?

SUPERSENSUAL

WHAT'S DIVINE

WHAT IS SURPRISINGLY DIVINE?

Mr Bean is not at FACTS (Comicon event) himself.

but we do like to take selfies with his MINI Cooper that is there #MINIMRBEAN

At FC BARCELONA's you can buy a piece of the grass

from the football field on which the godly football

players do their thing.#FCBARCELONAGRASSOFGODS

HOW ABOUT

MORE WE

IN GOD?

HOW DOES MY EVENT TASTE, SMELL, LOOK, FEEL, SOUND?





RADICAL MYSTICAL

WE ALL LOVE THE EXCEPTIONAL AND THE MYSTICAL



RAMMSTEIN delivers a radical performance which creates a unique mystical framework that connects all fans in a WF-xperience. You understand or don't understand the RAMMSTEIN world. #WFARFRAMMSTFIN



TOMORROWLAND is the textbook example of A mystical event, with a story about fairies and princesses. In this photo this visitor honours the deceased artist AVICII on the connecting ONE WORLD bridge #PEOPLEOFTOMORROW

GIVE THE PEOPLE AN

EXCUSE TO CONNECT

GIVE ME AN EXCUSE TO

CONNECT WITH SOMEONE ELSE

A single swing is a ME-xperience and a double

swing is a WE-xperience that can make people do

something together. Pingpong, for example, is not

something you can do on your own.

A handy 6 drink cupholder! Straight away, an

excuse to have a beer together. And a great way

as a brand to help event visitors do something

THE MASSES GOOSEBUMPS FOR EVERYONE!



Goosebumps! The magic of the masses. Where everyone in the audience does something together: sing together, or form the X-sign at WOO HAH! in memory of XXXtentacion, #RIPXXXTENTACIONN



Sports games create magic of the masses. Supporting the team, the city, the country together. Getting goosebumps from the winning goal in the last minute. (photo shutterstock)

GIVE (TO GIVE AWAY)



'DE WARMSTE WEEK' from Studio Brussels is almost entirely about GIFTING. But if you can also huv Christmas balls that you can give away to someone else. You have a successful GIFTING?



Give something to a visitor that he/she can give himself/herself, at home, to his/her boyfriend/ ininiseryhersed, at nome, to his/her bytriend/ friend/love. You get something (GIFTING) that you can also pass on (TOO) to (TO). That is GIFTING2. #MYGIFTFORAFRIEND

Do you understand the 12 INSPIRATION FIELDS? Then unfold this flyer even further and apply the TRINITY EVENT METHOD to your event

YOU WILL FIND MANY MORE INSPIRING CASES AT

IMPORTANT:

EXCUSES FOR SELF-EXPRESSION AND EXCUSES TO CONNECT ARE THE TWO LEADING TRINITY EVENT RULES



WECANDANCE festival had Space as its theme and offered chocolates in the shape of planets. You could taste, smell, feel and see the festival (outside the



The KOMPASS techno club gave its visitors black Christmas balls! That is how you let people experience your event / club in a unique, sensory way, and take the experience with them outside the festival/event (in the Christmas tree) too., #KOMPASSKRISTMAS

There is no real time limit on thinking up ideas... But keep a steady pace and don't forget the fourth rule: RETHINK!

In this brainstorm template we have 'pasted' another example

so you can see the THINK-CONNECT-REFLEX rules again in simple operation

STEP 4

DESIGN YOUR OWN TRINITY EVENT WITH THIS BRAINSTORMING TEMPLATE

