

**YOUR FREE
TRINITY EVENT
BRAINSTORMING TEMPLATE**

**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

GET THE BASICS

TRINITY EVENT METHOD

You need about 10 minutes to understand these 'BASICS'

STEP 1

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

DON'T WE HAVE TOO MANY GODS?



Do not touch!

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!



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

GOD-XPERIENCES



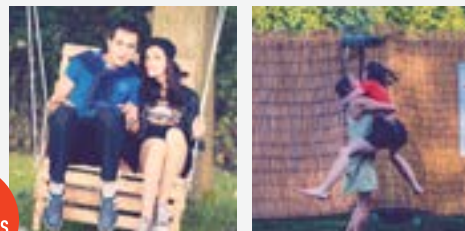
STAP 1

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

ME-XPERIENCES

WE-XPERIENCES

GIVE THE PEOPLE AN EXCUSE TO CONNECT



This could lead to kids...!

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..

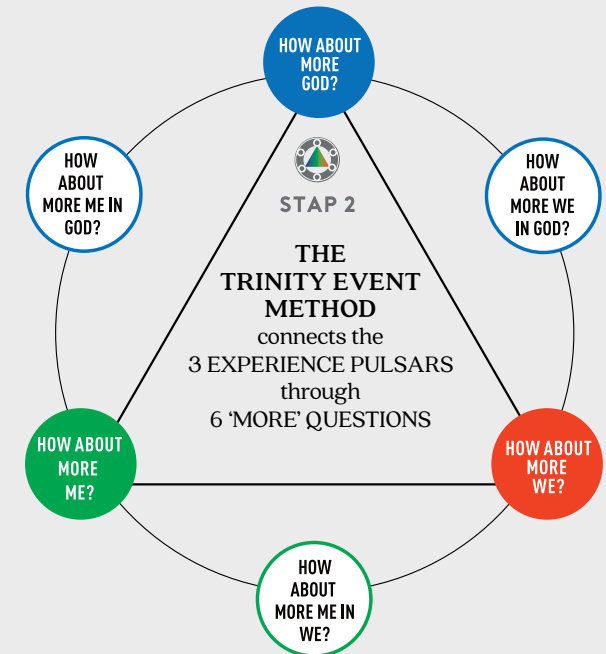
Think of Burning Man: no gods and hardly any services or ME-xperiences are provided. No, it is the visitors (or 'burners') who make the event together and thus create value for and through each other.

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 pulsieren, 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 inter-connect 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 FIELDS

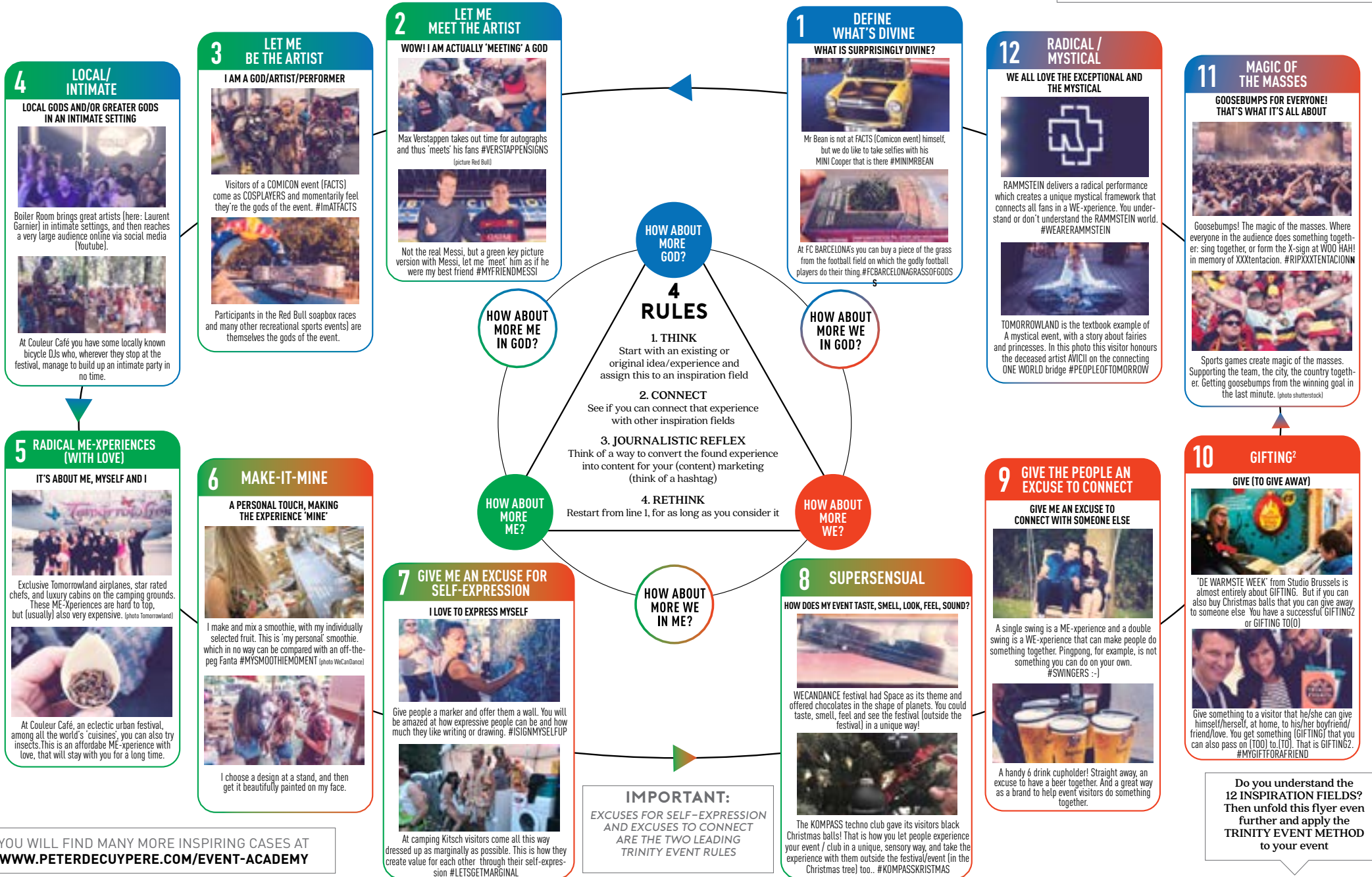
GET THE CASES

TRINITY EVENT METHOD

It takes around another 10 minutes to understand these 12 INSPIRATIONAL FIELDS

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: JOURNALISTIC REFLEX) and on the following page we also show you how the INSPIRATION FIELDS can be easily (inter)connected (RULE 2: CONNECT)



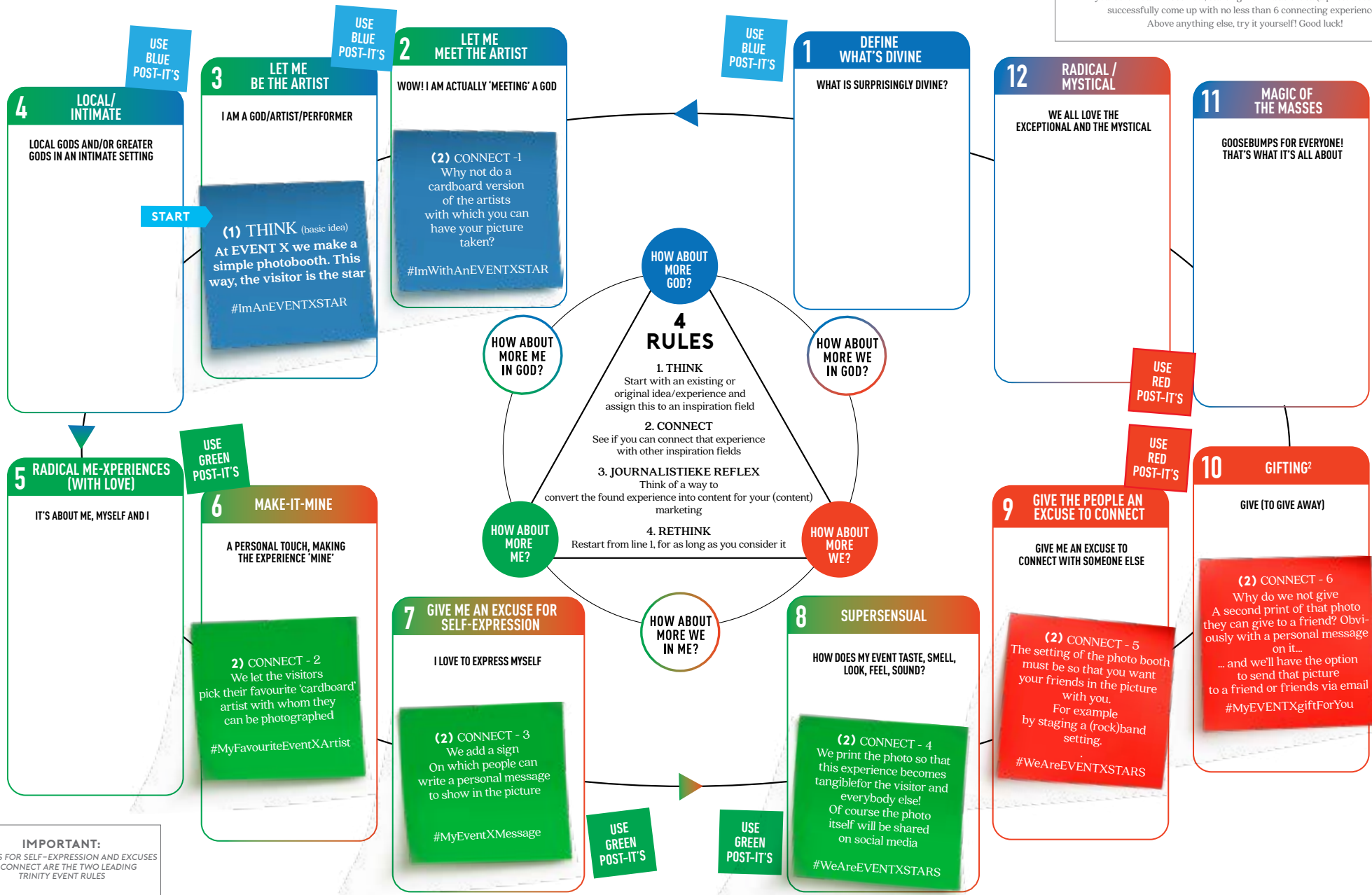
GET TO WORK

TRINITY EVENT METHOD

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

STEP 4 DESIGN YOUR OWN TRINITY EVENT WITH THIS BRAINSTORMING TEMPLATE

In this brainstorm template we have 'pasted' another example so you can see the THINK-CONNECT-REFLEX rules again in simple operation and immediately see how you can get started with the EVENT TRINITY METHOD yourself. You will see how, starting from 1 basic idea (a photo booth), we successfully come up with no less than 6 connecting experiences. Above anything else, try it yourself! Good luck!



WOULD YOU LIKE A CLEAN BRAINSTORMING TEMPLATE TO START FROM?
JUST DOWNLOAD IT AT WWW.PETERDECUYPERE.COM/EVENT-ACADEMY