

A **“WOW”**
MOMENT
is not an
“AHA!”
MOMENT



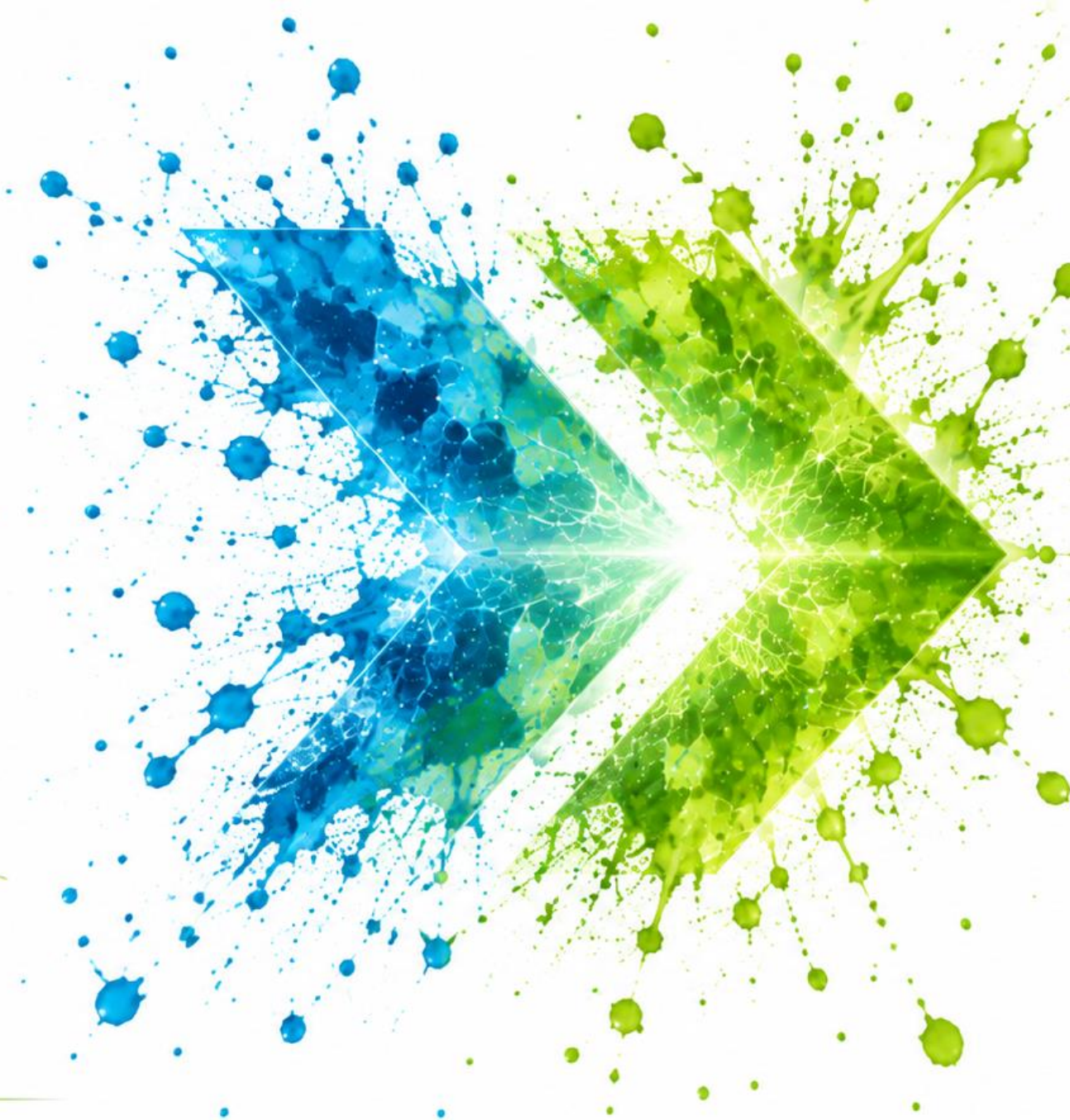
YOU CAN'T
DESIGN
THE “**AHA!**”



You can design the
CONDITIONS
for it to happen.



FROM
“**AHA!**”
TO **ACTION**



BREAKOUT DISCUSSION

Think about an event you are planning or recently delivered.

What is one **“AHA!”** you want an attendee to have and what could you change in the event design to make that realization more likely?

Be specific: What do you want them to understand differently?

