

Build Your Own Room™

YOU DON'T HAVE TO FIT IN EVERY ROOM.
CREATE THE ROOM THAT FITS YOU.

1

SHOULD I BUILD MY OWN ROOM?

Live events can be powerful and exciting, but attending someone else's event means working within someone else's choices. They choose the room, schedule, number of people, sound, lighting, format, pace, expectations, breaks, seating and more.

Building your own room gives you more influence over these conditions. This does not mean you need to become an event producer or book everything yourself. Your room might hold six people around a table, twenty people at a workshop, four people on Zoom, or a larger audience at a signature event.

The question is not, "Should I host events?"

The question is, "Would creating the conditions help me connect more effectively?"

*A better room can create better conversations,
stronger relationships and more opportunities.*

2

HOW DO I DO IN OTHER PEOPLE'S ROOMS?

I tend to do well where:

I tend to have more friction where:

3

WHAT CREATES FRICTION FOR ME?

- ☐ Large groups
- ☐ Unstructured networking
- ☐ Noise
- ☐ Lighting
- ☐ Crowded spaces
- ☐ Long programs
- ☐ Unpredictable schedules
- ☐ Too many transitions

- ☐ Pressure to socialize
- ☐ Being approached unexpectedly
- ☐ Limited breaks
- ☐ Being photographed/recorded
- ☐ Travel
- ☐ Unfamiliar spaces
- ☐ Virtual platform demands
- ☐ Other: _____

4

REFLECTION

Which of these would change if I controlled the environment?

Which would NOT change simply because I am the host?



Build Your Own Room™

DESIGN THE ROOM AROUND HOW YOU WORK.

1 CHOOSE YOUR ROOM TYPE

This room will be:

- ☐ In person
- ☐ Virtual
- ☐ Hybrid
- ☐ I want to explore more than one version

A well-designed room helps people show up, participate, and feel they belong.

2 IDENTIFY What helps me communicate, connect and think well?

- | | |
|---|--|
| ☐ Smaller number of people | ☐ Specific conversation style |
| ☐ Familiar faces | ☐ Calm physical environment |
| ☐ Clear structure | ☐ Visual aid, in person |
| ☐ Time of day | ☐ Preparation time |
| ☐ Shorter length | ☐ Recovery time |
| | ☐ Other: _____ |

3 DESIGN If I controlled the room, what would I choose?

SIZE (number of people)	1:1 ☐	3-6 ☐	7-12 ☐	13-25 ☐	25+ ☐	It depends ☐
FORMAT	☐ Meal ☐ Talk or lecture ☐ Workshop		☐ Roundtable ☐ Conversation ☐ Presentation		☐ Working session ☐ Virtual ☐ Other: _____	
STRUCTURE	Highly structured ☐ — ☐ — ☐ — ☐ — ☐ Very open					
INTERACTION	1:1 ☐	Pairs ☐	Small groups ☐	Whole room ☐	Mix ☐	
PACE	Quiet/slow ☐ — ☐ — ☐ — ☐ Energetic/fast					

4 ENVIRONMENT DETAILS

Circle or check the five areas that matter most to me.

- | | | | |
|--------------------------------------|--|--------------------------------------|--|
| ☐ Sound | ☐ Breaks | ☐ Name tags | ☐ Departure |
| ☐ Lighting | ☐ Food/drinks | ☐ Music | ☐ Accessibility |
| ☐ Seating | ☐ Photography | ☐ Transitions | ☐ Scent |
| ☐ Temperature | ☐ Arrival | ☐ Questions | ☐ Visuals/decor |
| ☐ Movement | ☐ Introductions | ☐ Networking | ☐ Other: _____ |

5 THE FIVE CONDITIONS THAT WOULD MAKE THE GREATEST DIFFERENCE FOR ME

1. _____ 2. _____ 3. _____ 4. _____ 5. _____



Build Your Own Room™

MAKE THE ROOM DO MARKETING WORK.

A comfortable room is a strategic choice. The room will send a message.

1 WHAT IS THIS ROOM SUPPOSED TO MAKE POSSIBLE?

Select all that apply.

- | | |
|--|--|
| ☐ Meet prospective clients | ☐ Develop intellectual property |
| ☐ Deepen existing relationships | ☐ Research my audience |
| ☐ Demonstrate my expertise | ☐ Create a path to an offer |
| ☐ Generate referrals | ☐ Increase visibility |
| ☐ Create partnerships | ☐ Strengthen client relationships |
| ☐ Build community | ☐ Other: _____ |

2 CLARIFY MY AUDIENCE

The people I want in this room:

What I want them to understand about my expertise:

What I want them to experience:

What I would like to happen after the room:

3 I DON'T HAVE TO BUILD A BIG ROOM

The value of the room is not determined by how many people fit inside it.

2 PEOPLE



A strategic
coffee
conversation.

6 PEOPLE



A curated
dinner or
roundtable.

12 PEOPLE



A salon, tea,
discussion or
working
session.

20 PEOPLE



A workshop or
intimate
event.

50+ PEOPLE



A signature
experience,
conference or
larger program.



Build Your Own Room™

MY ROOM BLUEPRINT

From ideas to a plan you can actually use.

1 THE ROOM I WANT TO BUILD

Name / Working title: _____

Purpose: _____

Who belongs in it: _____

Ideal number of people: _____

Format: ☐ In person ☐ Virtual ☐ Hybrid ☐ I want to explore more than one version

Length: _____

Frequency: ☐ One time ☐ Occasionally ☐ Recurring ☐ Not sure yet

2 WHAT I NEED TO CONTROL

Essential for me
(necessary for success)

- ☐ _____
- ☐ _____
- ☐ _____
- ☐ _____

Helpful but flexible
(nice to have)

- ☐ _____
- ☐ _____
- ☐ _____
- ☐ _____

Doesn't matter much to me
(can be handled by others)

- ☐ _____
- ☐ _____
- ☐ _____
- ☐ _____

3 WHAT CAN SOMEONE ELSE HANDLE?

- ☐ Venue / platform
- ☐ Registration
- ☐ Reminders
- ☐ Technology

- ☐ Food/beverage
- ☐ Setup
- ☐ Photography
- ☐ Guest communication

- ☐ Check-in
- ☐ Follow-up
- ☐ On-site support
- ☐ Other: _____

A thoughtful plan creates a better experience.



Build Your Own Virtual Room™

CREATE A VIRTUAL EXPERIENCE THAT WORKS FOR YOU.

A virtual room gives you control over the format, tools, and experience so people can participate, connect, and engage *in a way that works for you.*

1 WHAT WILL PEOPLE EXPERIENCE?

Select all that apply.

- ☐ Teaching or presentation
- ☐ Conversation
- ☐ Workshop
- ☐ Interview
- ☐ Panel

- ☐ Demonstration
- ☐ Working session
- ☐ Networking
- ☐ Breakouts
- ☐ Q&A
- ☐ Other: _____

2 HOW WILL PEOPLE PARTICIPATE?

Select all that apply.

- ☐ Chat
- ☐ Verbal discussion
- ☐ Reactions
- ☐ Polls
- ☐ Q&A
- ☐ Breakout rooms

- ☐ Name tags
- ☐ On-screen activities
- ☐ Collaborative document/board
- ☐ Cameras encouraged
- ☐ Optional cameras
- ☐ Other: _____

3 HOW MUCH SIMULTANEOUS INTERACTION DO I WANT TO MANAGE?

- ☐ Very little ☐ Some ☐ A lot ☐ I prefer someone else to manage it

4 WHAT WILL BE ON THE SCREEN?

Select all that apply.

- ☐ Slides/PowerPoint
- ☐ My camera
- ☐ Participant cameras
- ☐ Chat
- ☐ Captions

- ☐ Music
- ☐ Video clips
- ☐ Screen sharing
- ☐ Visual exercises/whiteboard
- ☐ Other: _____

5 WHAT CAN I REMOVE FROM THE SCREEN WITHOUT REDUCING THE VALUE OF THE EXPERIENCE?



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1

ASSIGN THE ROLES

Who will handle each task?

TASK	ME	SOMEONE ELSE	NOT NEEDED
Present / teach	☐	☐	☐
Facilitate discussion	☐	☐	☐
Admit participants	☐	☐	☐
Monitor chat	☐	☐	☐
Manage Q&A	☐	☐	☐
Run polls	☐	☐	☐
Manage breakout rooms	☐	☐	☐
Share materials / slides	☐	☐	☐
Troubleshoot tech	☐	☐	☐
Monitor time	☐	☐	☐
Handle recording	☐	☐	☐
Share follow-up resources	☐	☐	☐
Send follow-up	☐	☐	☐

2

DO I NEED A PRODUCER?

Consider who can help behind the scenes.

Who can make it easier for me to stay present with the people? _____

Who can support me with technical or logistical tasks? _____

What would I like to delegate so I can focus on my primary role? _____

For this event, support would be:

- ☐ Not necessary
- ☐ Helpful
- ☐ Important
- ☐ Essential

3

MY INTERACTION PLAN

How will I engage with participants?

Before the event, participants will: _____

During the opening, I will invite participation through: _____

During the event, people can participate by: _____

If I need to pause or stop, I will: _____

At the end, participants will: _____

4

VIRTUAL EXPERIENCE REVIEW

How will I design a thoughtful experience?

Anticipate

What could be challenging?

Remove Friction

What can I simplify, adjust, or remove?

Thoughtful Design

What will make this a positive experience?

5

WHAT IS THE SINGLE BIGGEST CHANGE I COULD MAKE TO IMPROVE THIS VIRTUAL ROOM?

