



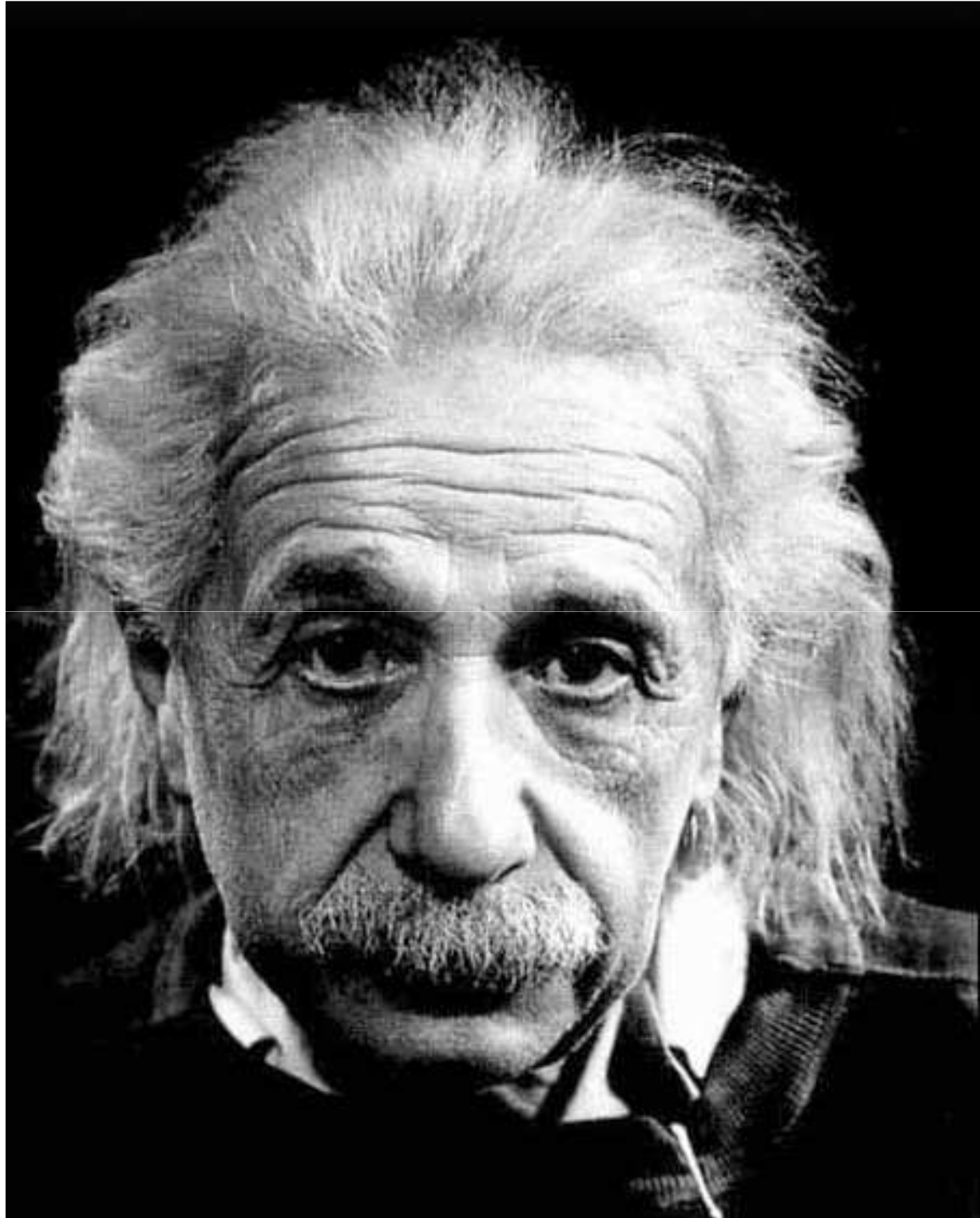
# CREATIVITY IN EVENTS

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*In times of crisis  
imagination is  
more important  
than knowledge*

Albert Einstein

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## What's creativity in events?



**The design of all parts of the event in an attractive way (new, surprising, different) to create synergies between all elements in order to communicate a specific message.**

# The TEN COMMANDMENTS of CREATIVITY IN EVENTS



**FIRST**



**Imagine all the  
details of your event**

**SECOND**



**The audience is the  
key. Talk their own  
language.**

**THIRD**



**El environment  
conditions the  
meaning of the  
message**

**FOURTH**



**You have just one  
opportunity to reach  
your audience. Take  
advantage of it.**

**FIFT**



**Non-verbal  
communication is  
an inseparable part  
of the message**

**SIXTH**



# Play with senses

**SEVENTH**



**Provoke emotions**

**EIGHTH**



# **Set the rhythm of your event**

**NINETH**



**Be notorious**

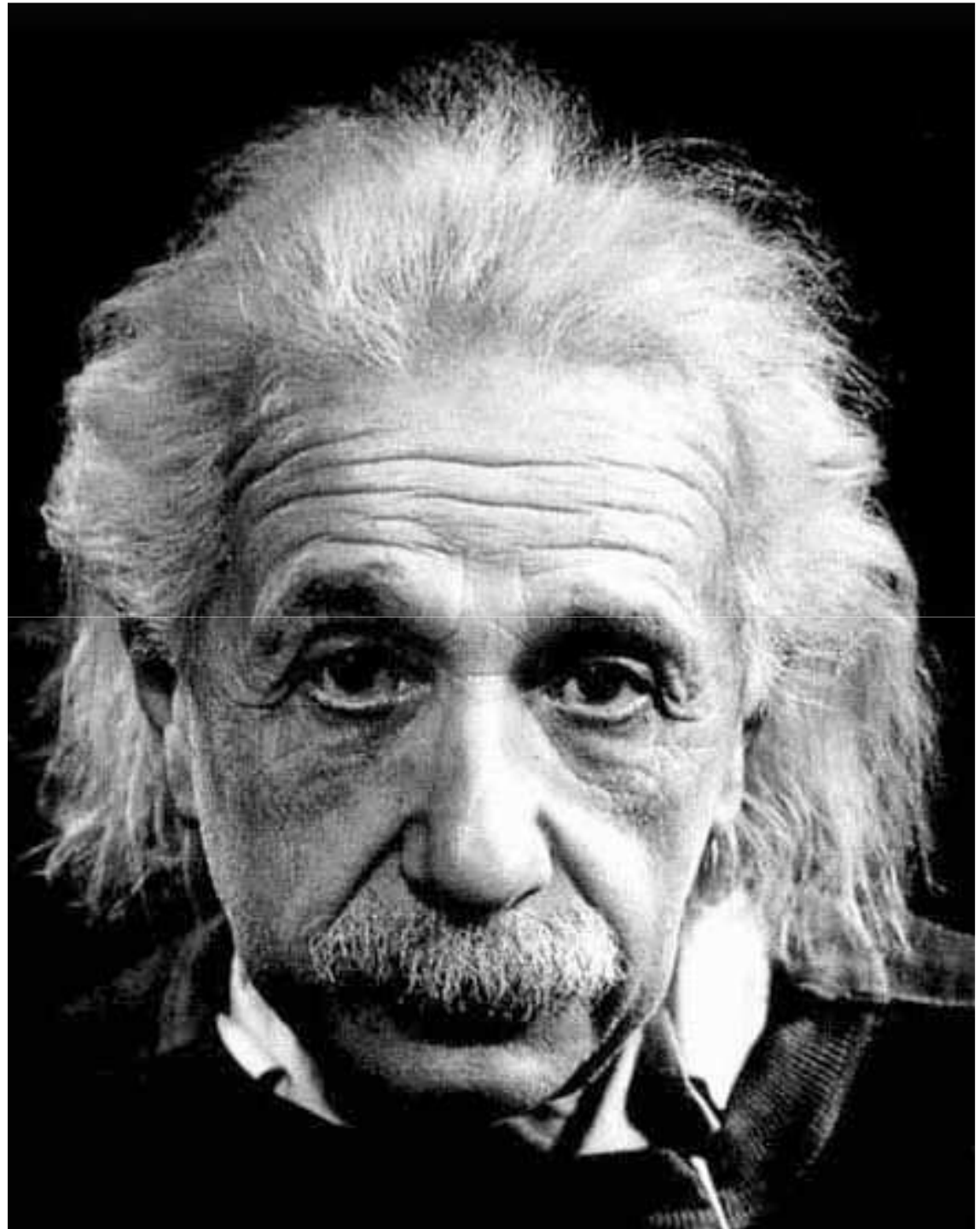
**TENTH**



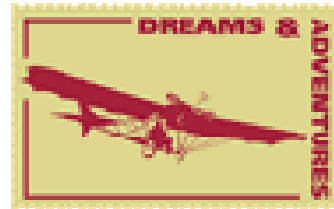
**Be consistent**

*If you expect  
different results,  
do not do always  
the same*

Albert Einstein



...today's creativity...





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# Thank you

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