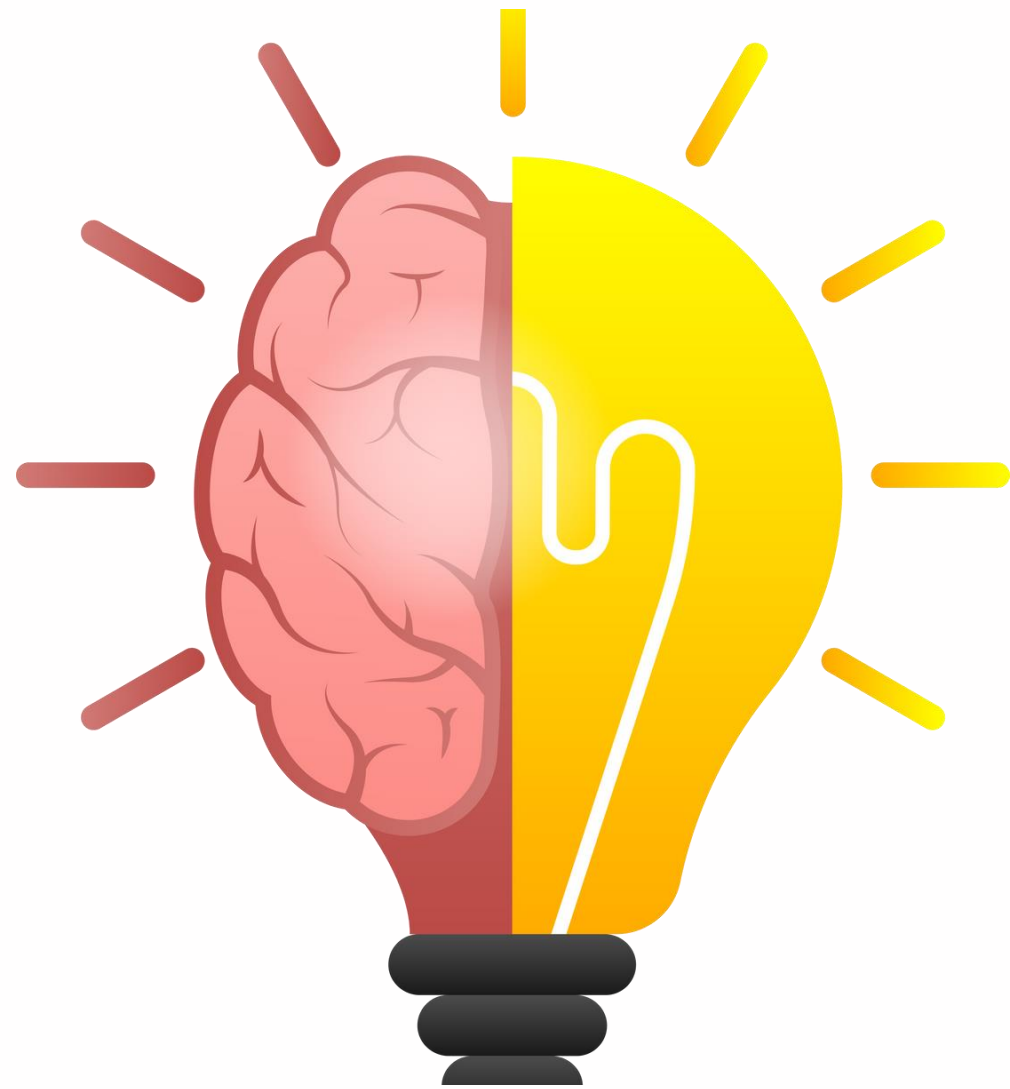


# Transform. Connect. Inspire.

*The Ultimate Event Design Makeover*

Presented by Kelly Dalisa, CPCE & Selina Mullenax, MS, CPCE, CMP

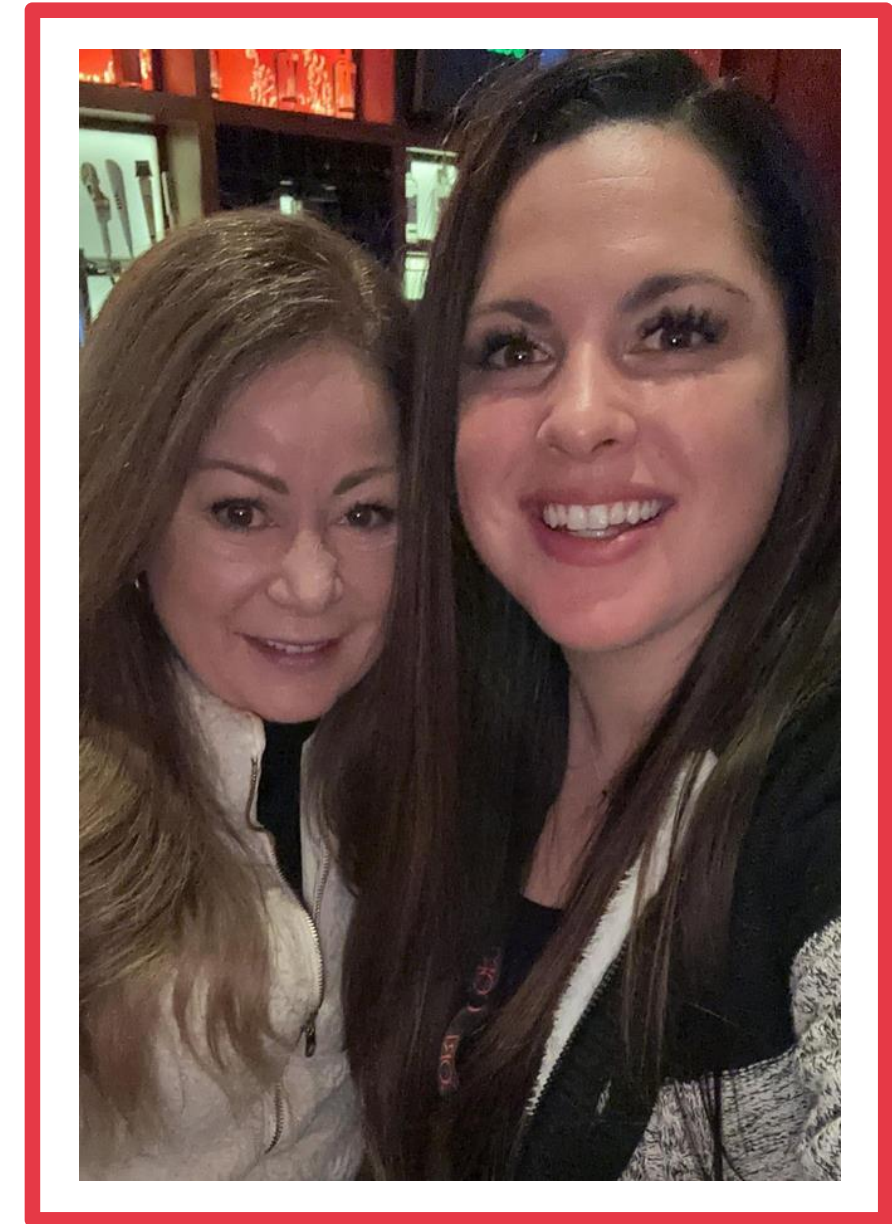




# Why We Rock



- ★ 33 years of combined event design experience
- ★ Event Wellness Design Certifications
- ★ Educators in the industry

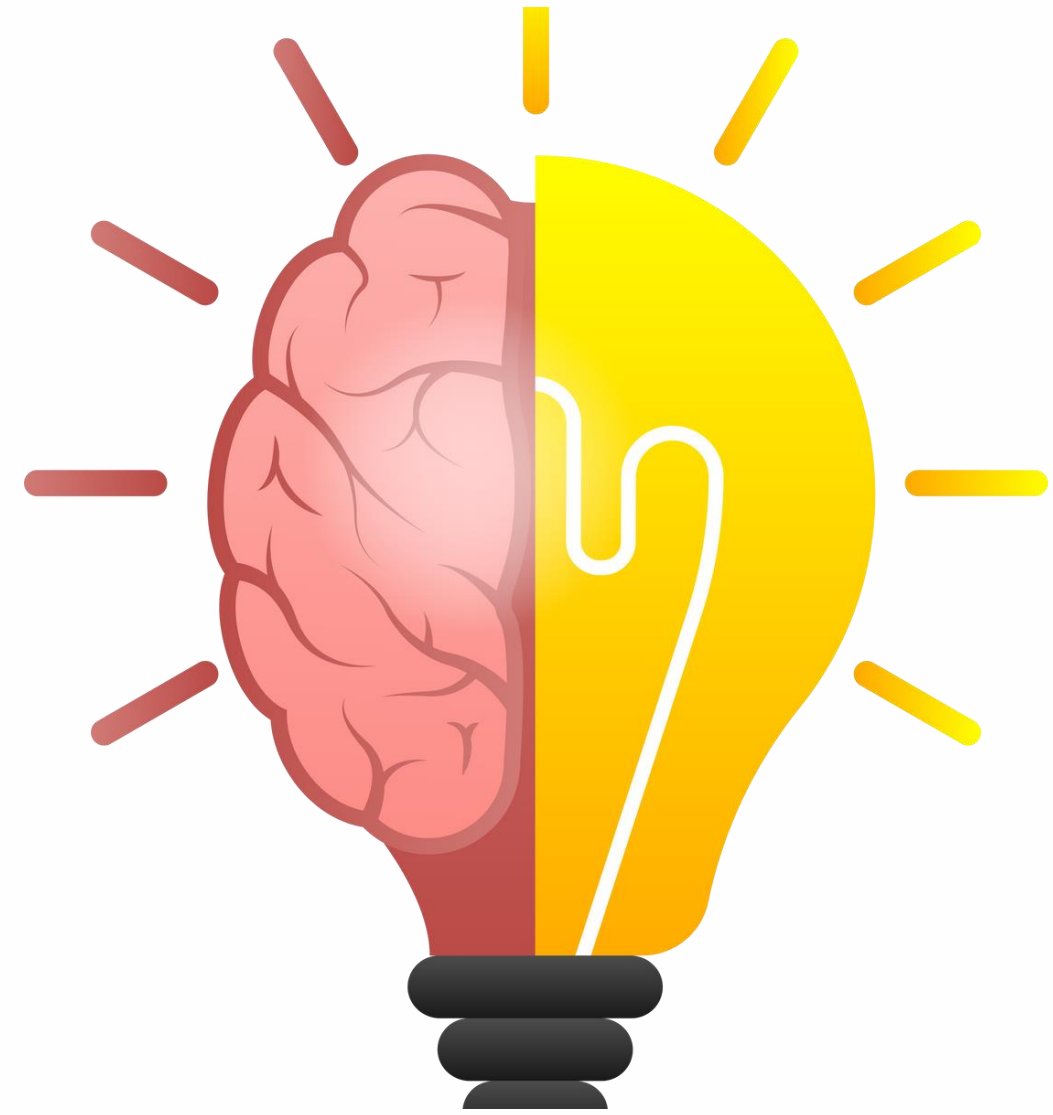


*Selina Mullerax & Kelly Dalisa*





Psychology  
of Design

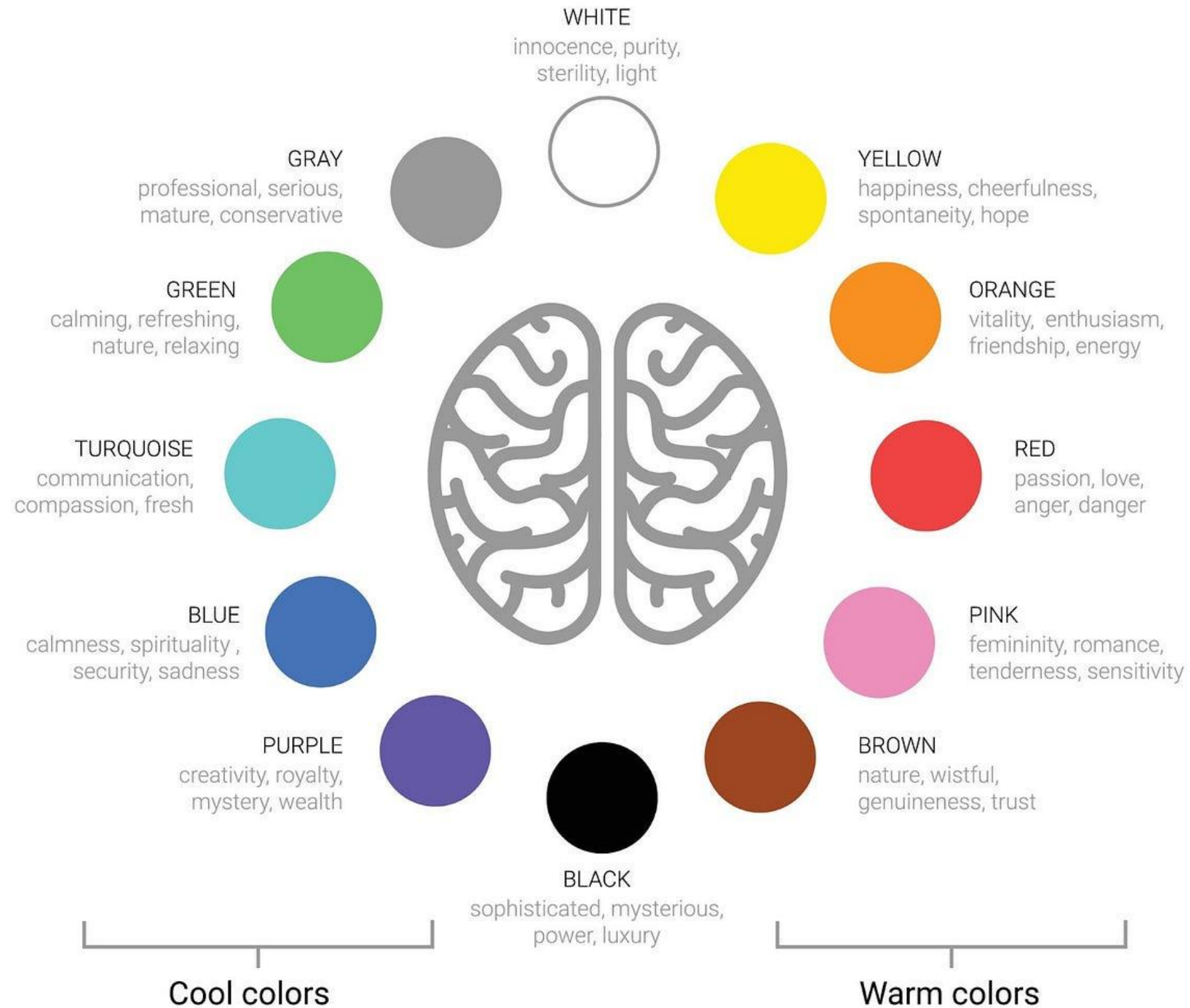






# Color Psychology

Ability to evoke feelings & emotions



Peach Fuzz: Symbolizing Serenity and Warmth in Pantone's 2024 Color of the Year

[READ MORE](#)

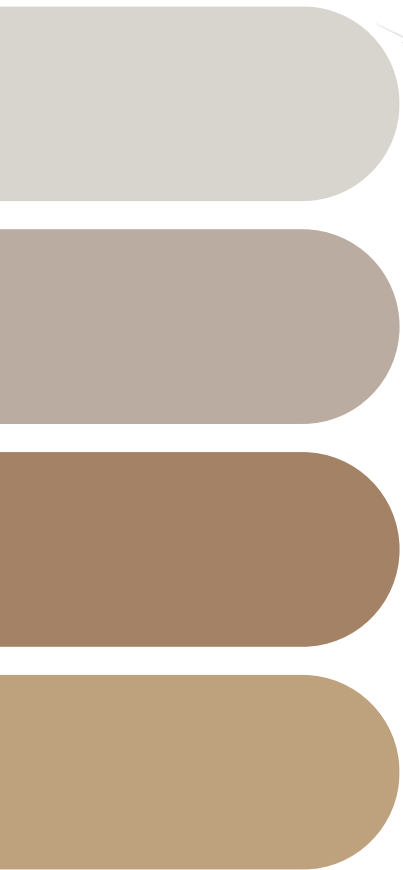
Color of the Year 2024  
**PANTONE®**  
Peach Fuzz  
13-1023





# Light Neutrals: Beige, Taupe, Oatmeal, Boucle, Cream, Sand, & Ivory

**Pro Tip:** Soothing calm hues can be infused into designs to create a comforting environment for connection, education and engagement. This creates a restful, monochromatic environments

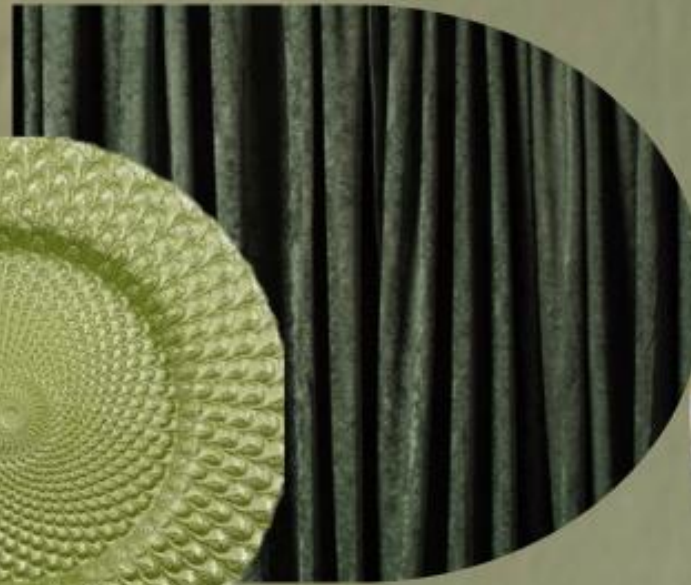
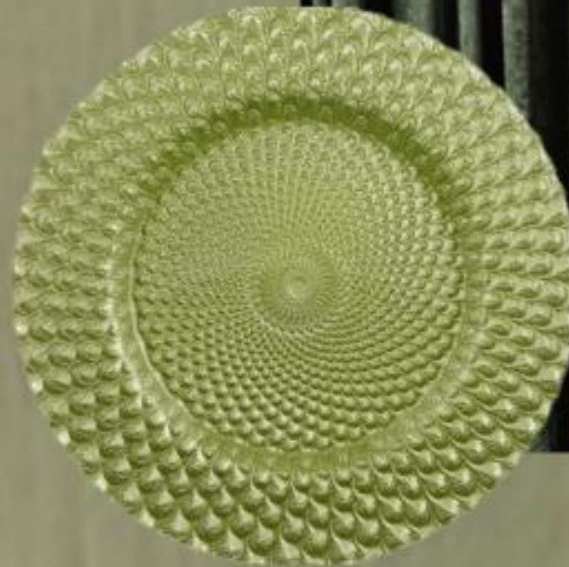






# Organic Greens: Basil, Moss, Olive, Sage, & Avocado

**Pro Tip:** The popularity of green is not surprising given how green conveys well-being and leans into the biophilic trend. From olive, khaki, and avocado; to soft basil and sage, green is the new gray







# BRIGHT COLORS



# Shape Psychology

Subconsciously illicit thoughts & emotions

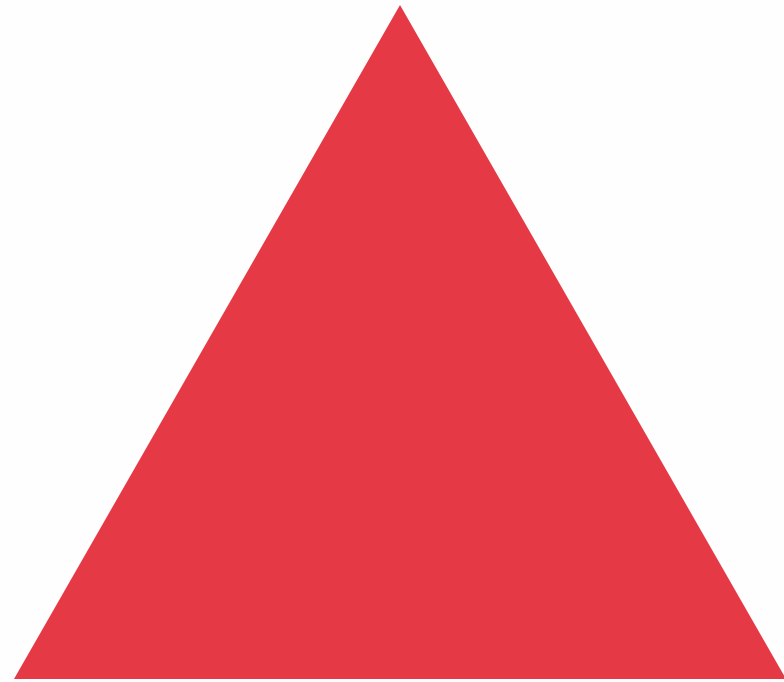


Stability

Power

Balance

Professionalism

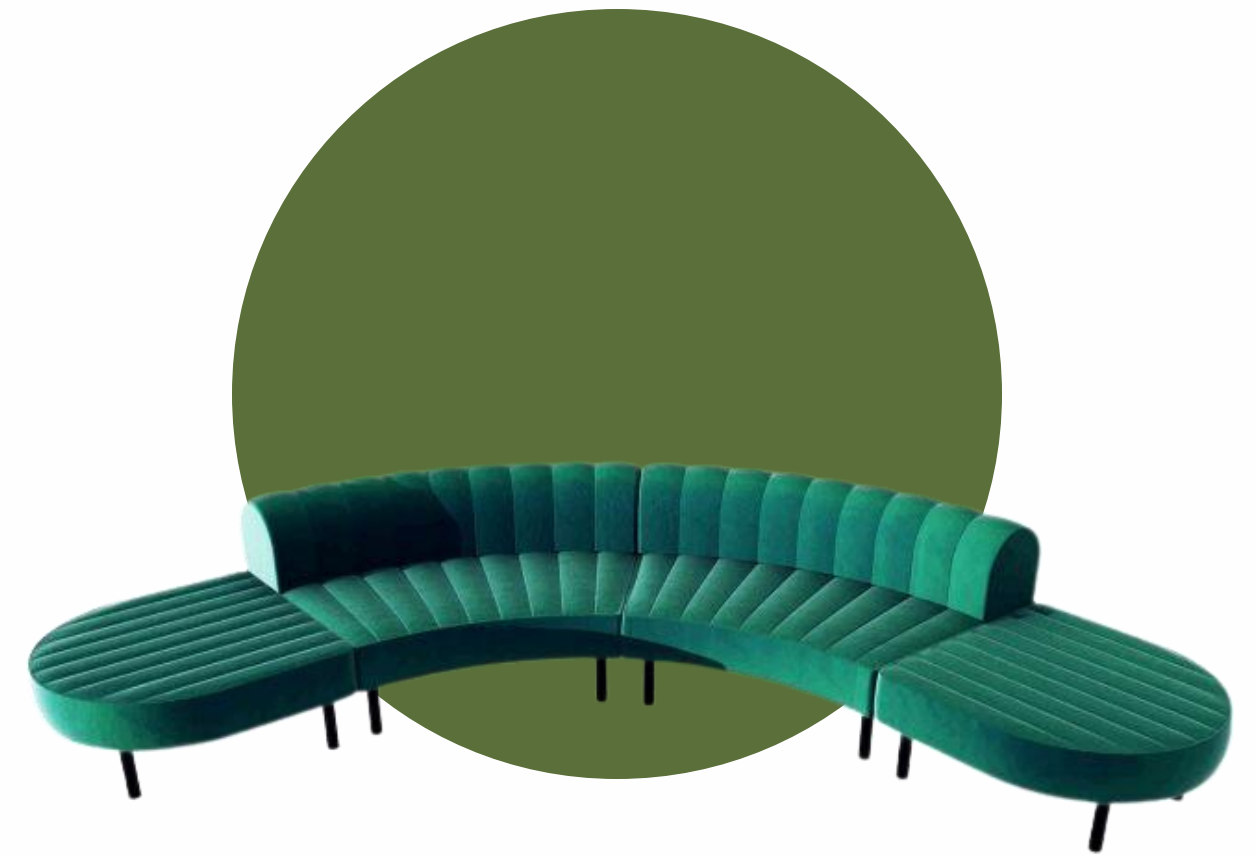


Mystery

Strength

Leadership

Energy



Unity

Friendship

Love

Eternity





# Hick's Law

The more choices a person faces, the longer it takes them to make a decision.







# Anchoring Bias

First impressions matter | Best, Better, Good





# Art of Creating Transformative Experiences

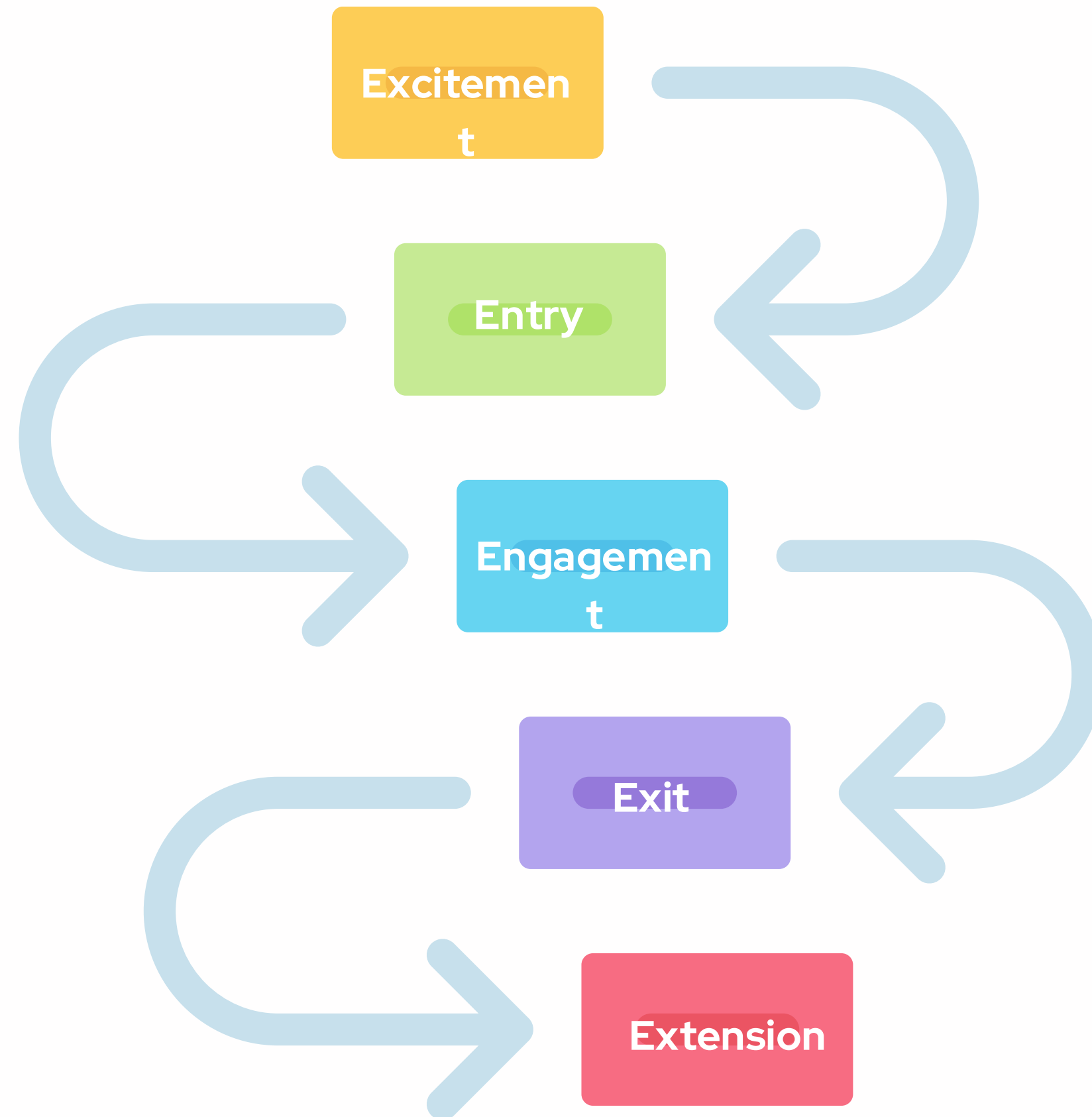






# The 5E Model

Experience Mapping







# Excitement

Pre-Event



Awards & Gala - Four Seasons ...



Opening Reception - Electric...





# Entry

Into Event







# Engagement

During Event







# Engagement

During Event

## Collaboration Pods



# Exit

From Event







# Extension

After Event







secrets to  
Crafting Immersive  
Environments







# Strategic Plan

Know your goal & vision; how you want them to feel







# Power of Transformation

Same pieces can be repurposed for new designs.

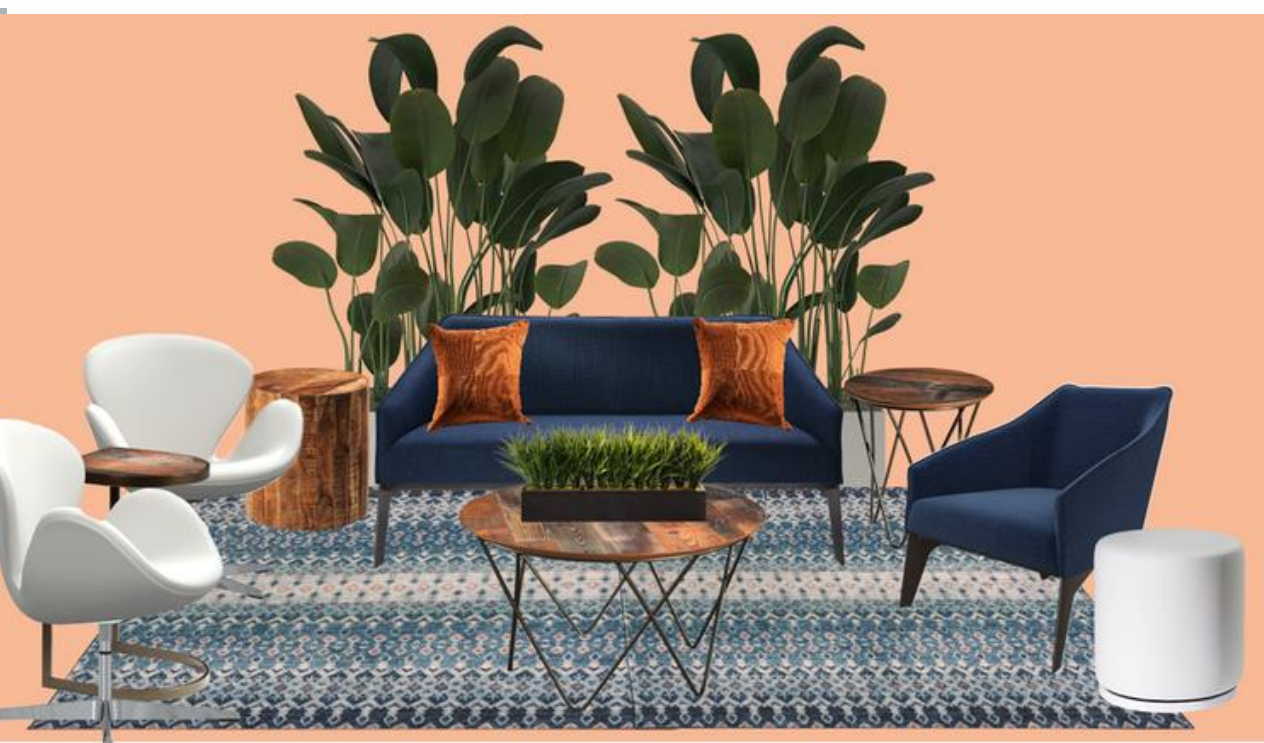






# Power of Transformation

Same basics can be repurposed for new designs.







# Power of Transformation

Same items can be repurposed for new designs.

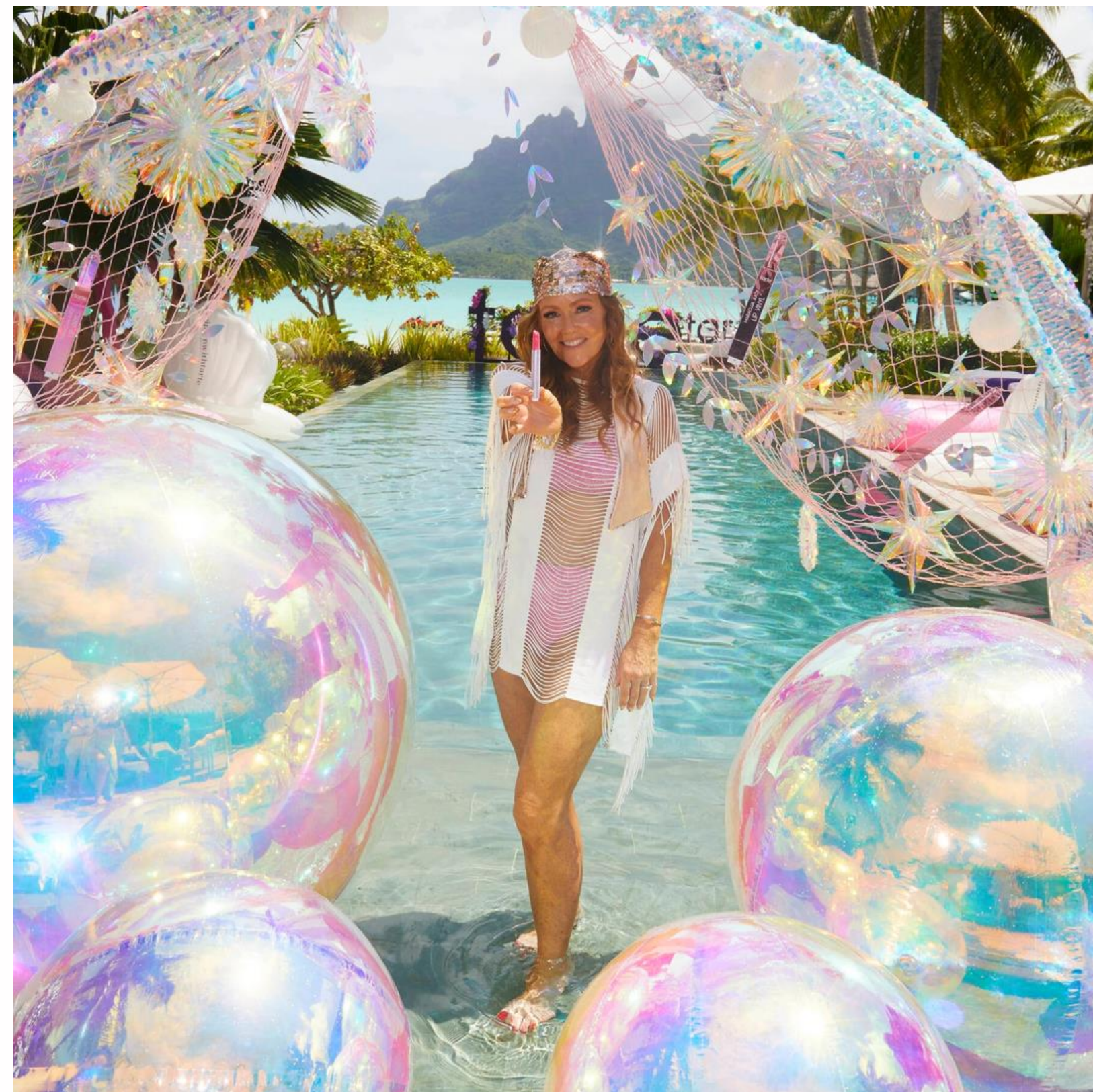






# Lasting Impression

Social media-worthy experiences







# Inspired Approach

Wherever you find inspiration, ensure purpose in your planning





# Let's Collaborate



EVENTS



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# Your Opinion Matters!

Please complete the education  
evaluation for **EVERY** session  
you attend!

*Thank you!*

