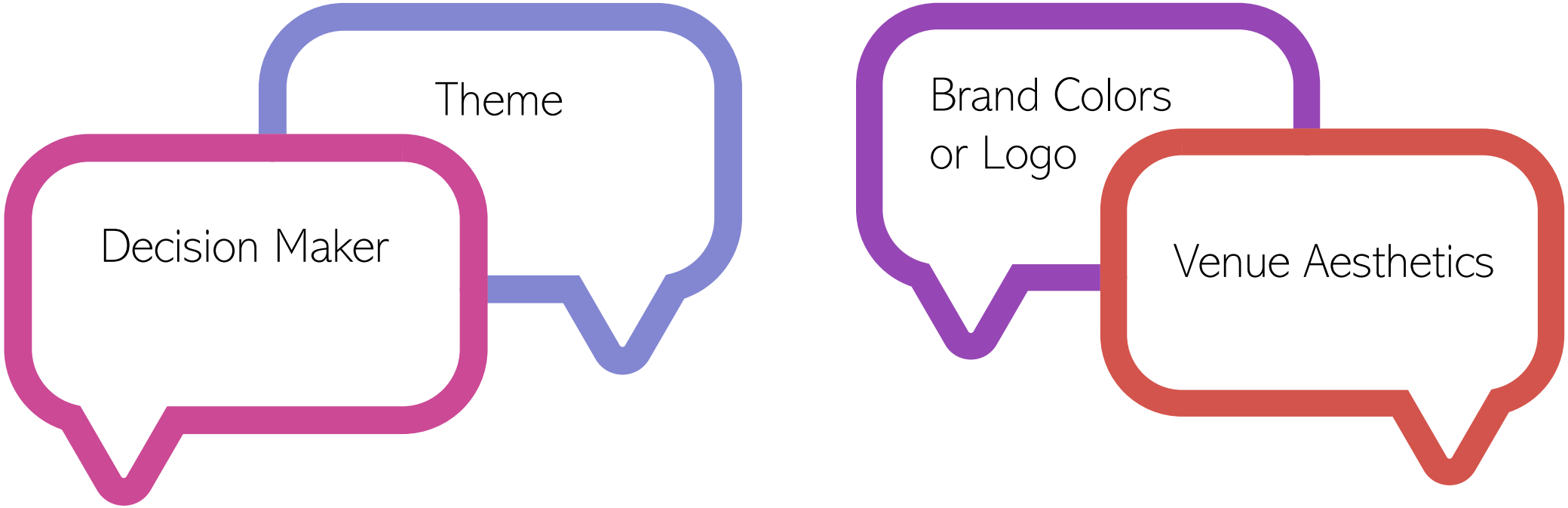
CORT EVENTS

# In Person Design for Form and Function

# POLL

When thinking about the look and feel for your events,

what do you base your decisions around?



"the first step in convening people meaningfully: committing to a **bold, sharp purpose**"

-Priya Parker
The Art of Gathering

# Design Around PURPOSE

**Category:** Sales Meeting or All Team/Employee Meeting
**Purpose**: Camaraderie, Excitement, Motivation

**Category:** Investor Meeting
**Purpose:** Information Sharing, Instilling Confidence

**Category:** Customer Reception
**Purpose:** Appreciation, Retention/Loyalty

**Category:** Networking Reception
**Purpose:** Connection, Business Opportunities, Professional Growth, Knowledge Exchange

# Design Around TRENDS

- Biophilic Design
- Wellness as a Must Have not a Luxury (BizBash)

*"As business events shift back to in-person attendance, there will be an even greater demand for assurances that health and well-being are at the forefront of planning."*

*- Peter Scialla, president and COO of global wellness and real estate tech company Delos*

# Design Around TRENDS

- Colors of the Year:
  Very Peri (Pantone), Soft Greens (Behr, Benjamin Moore, Sherwin Williams)
  Nature Inspired Browns (Dunn-Edwards, Vogue)
- Curved furnishings
- 70's/80's colors and styles

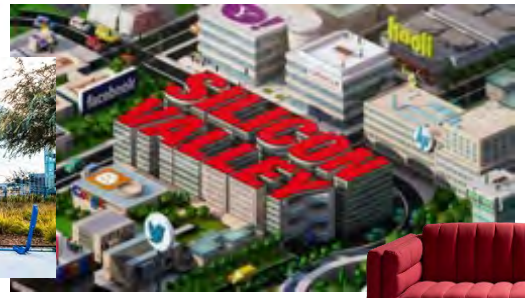
# Design Around TRENDS

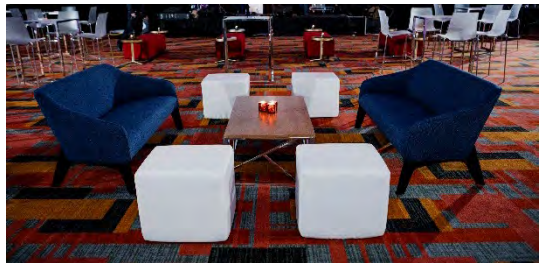
- Over the top color
- Color can be used to bring the right energy into the room
- Vibrant monochromatic, color blocking and rainbow inspired designs

# Design Around BRAND

# Design Around BRAND

CORT EVENTS





Check-in
Info Hub

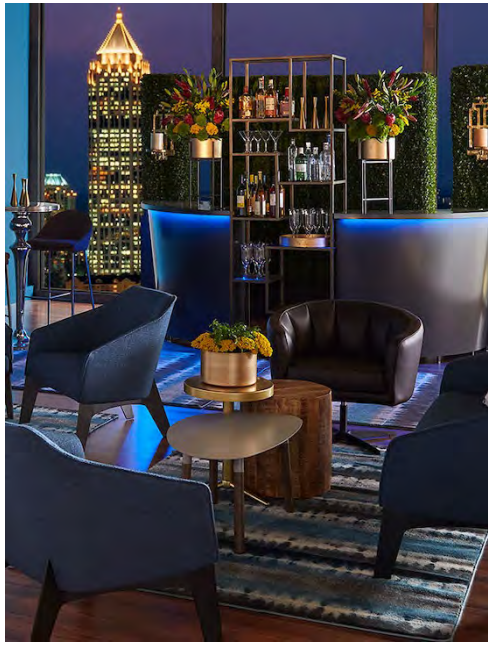
# Design Around THEME

CORT EVENTS

## Yellow Brick Road

# Design Around THEME

CORT EVENTS



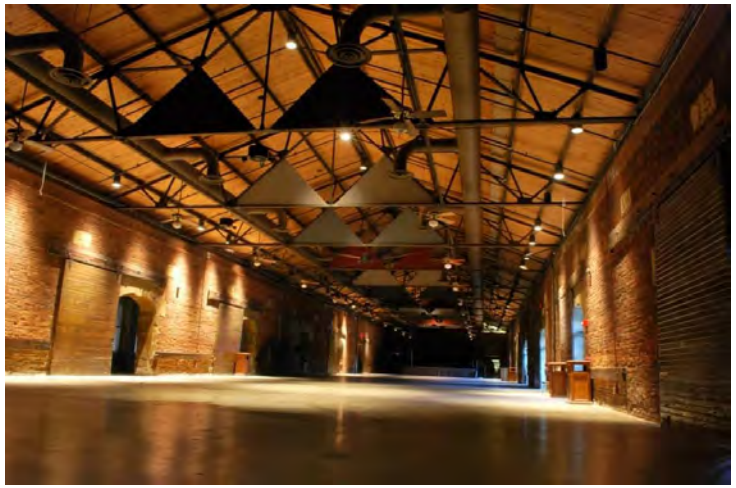
## Futuristic Steampunk

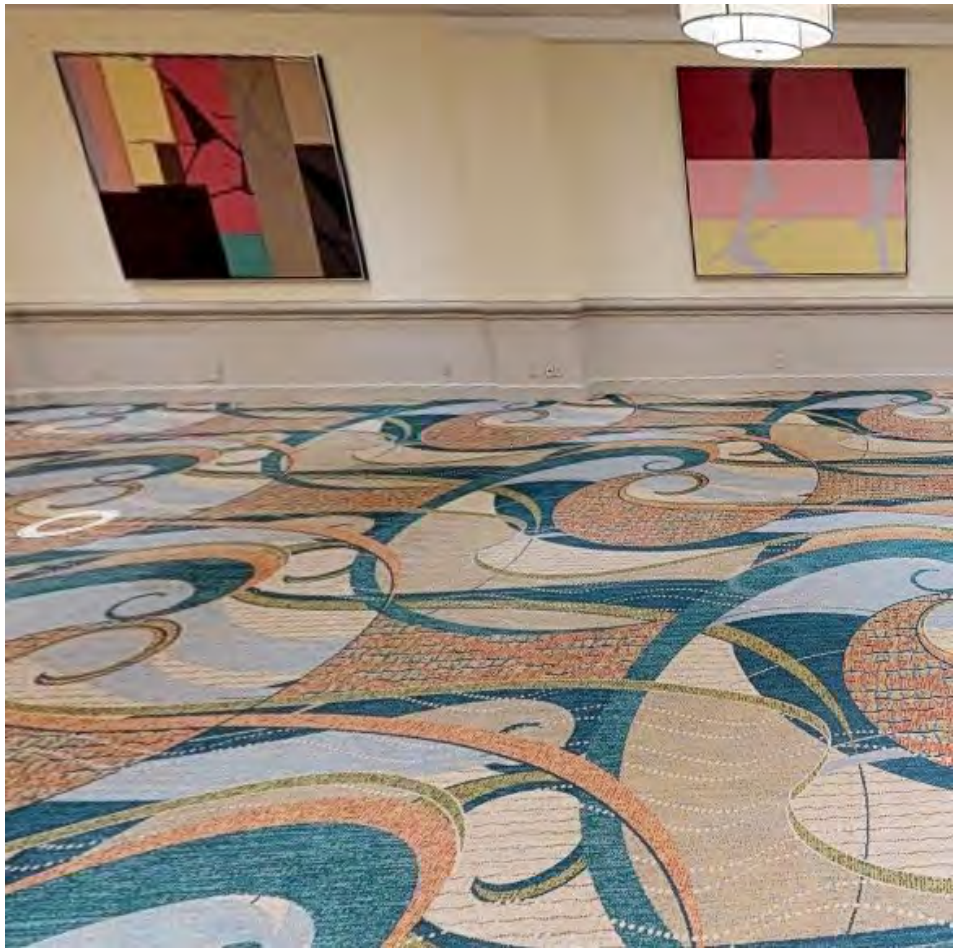
# Design Around THEME

## Rock of Ages

# Design Around VENUE

CORT EVENTS



# Design Around VENUE

CORT EVENTS