DEVELOP & MASTER
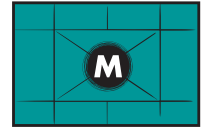# EDC MASTERMIND

THE PROGRAM

Designed to develop your potential to become twice as successful in using the Event Design using the #EventCanvas methodology and to improve your business performance. The EDC MasterMind Program is designed for CED-Certified Event Designers and advanced practitioners. The EDC MasterMind will consist of a 3 day program onsite followed by a series of MasterMind sessions to become a Trusted Advisor in collaboration with your fellow EDC MasterMinds and coaches Paul Rulkens, Roel Frissen, Ruud Janssen and Dennis Luijer. The curriculum is based on the proven methodology featuring the latest case studies and content from real world Event Designs created using the #EventCanvas.

PARTICIPANTS LEARN TO

- Identify and overcome obstacles to obtain next level Event Design success and accelerated growth
- Frame the value of their work as an Event Designer and increase their execution power
- Be courageous leaders with the ability to perform seamless teamwork to deliver faster innovation
- Facilitate teams to make massive improvements in precious executive time use
- Make proposals and prototypes which are accepted every time and learn to overcome time claim & price objections
- Attract more of the perfect projects
- Setup a referral engine
- Get first hand insights from consultancy practices and the latest event design case studies from the real business world

PRACTICAL INFORMATION

Duration	3 days onsite + post event MasterMind Hot Seat sessions online post event
Language	English
Certificate	EDC MasterMind Level 5 of Mastery Certificate of Attendance

CEU	24 Continuing Education Units (EIC)
Pre-requisite	CED (level 3) certified or equivalent
Registration	by invitation only www.edco.events
Questions?	Contact us at mail@edco.global

IN COLLABORATION WITH
PAUL RULKENS

'If you don't face big obstacles, you're goals probably aren't big enough.'

EVENT DESIGN *collective*

EVENT DESIGN
COLLECTIVE

WHO ARE WE?

Event Design Collective GmbH is an organisation operating as a training and consulting company around the globe based in Switzerland with representations in 14 countries in Europe, Americas & Asia. Launched by entrepreneurs Ruud Janssen and Roel Frissen in 2014, the #EventCanvas is a methodology and visual prototyping tool that can be used by planning professionals and event owners to improve their current and future events. Industry adoption of the methodology has grown exponentially becoming the gold standard Event Design methodology. This has sparked an expanding network of licensees, with a global community of practitioners with training & resources available in multiple languages.

WHAT IS THE EVENT DESIGN USING THE #EVENTCANVAS™ METHODOLOGY?

The #EventCanvas is a strategic management template for developing new or documenting existing events and conference models. Building a thorough #EventCanvas can be achieved through a 3 stage Event Design using the Event Canvas Methodology where the team involved in the event systematically analyses, designs and outlines the inputs for the components of a successful event. The methodology is intended to stimulate the creation of a common visual language that results in the ability for event owners to tell their event story in 60 seconds or less.

WHY COMPLETE TRAINING?

Completing in-person training with the Event Design Collective will give you the invaluable tools and methodology proficiency to raise your events to the next level. Additionally, you will be able to meet and collaborate with a powerful network of event designers from around the world. Whether you complete a training unit with your team or alone, the common visual language is a professional investment that is translatable into events worth attending in the future.