

Experience ProfilesTM Methodology and Application

storycraft
LAB 

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Personalization and Experience Design

Human Centered Design sits at the core of our work as Experience Creators. The connections between context, values, feelings, empathy and actions, behaviors, messages and pathways are investigated in the work that thoughtful Experience Designers do to tell stories, create communities, shift perceptions and prompt a desired result. More recently, the systems that use personae, profiles, journeys and touchpoint mapping to help humans make sense of and navigate events, has generated an interest in Personalization.

Personalization is rarely the end goal, it is instead a technique for creating experiences that are meaningful, unique, inclusive and resonant - in pursuit of a larger goal or definition of success. Personalization is an approach, so it's very interesting that this process is something that audiences are asking for. To the attendee, the experience of a Personalized process is proof that they are being considered, given agency, invited as co-creators, as inhabitants of the events they choose to participate in.

The process of Personalization can create a beautiful dialogue. Participants can understand the intent, ask questions, share concerns. For the Experience Creator this new way of interacting with attendees does something else that is magical - it builds a relationship, where preferences are shared and solutions are offered. It shifts the lens of the experience creator being a master manipulator to an authentic presence that seeks to understand the attendee they wish to engage.

In this whitepaper, we'll look at the Experience Profiles™ as a tool for integrating Personalization into Experience Design and Creation. We'll examine how preference discussions respond to evolving techno-social norms and how the process of personalization builds participation. We'll dive into the frameworks we use for creating the Experience Profiles™ and how engagement is built through self-awareness and agency.



Empathy, Engagement and Innovation

"Empathizing is primarily an audience-focused activity. We seek to understand the needs and perspectives of our audiences and ask questions that enable us to build profiles and personae that in turn help us to identify the drivers and barriers of behaviors.

Empathy prompts dialogue - and the process of dialogue leads to insights, uncovering opportunities for impactful, resonant engagement. We can consider Engagement as the building of a relationship and whether the intent of that relationship be marketing or educating, Empathy helps us to better deliver our messages.¹

The first step in the innovative design thinking process is Empathy. Empathy allows us to uncover opportunity through the act of listening and observing audience preferences, behaviors and needs. While this approach has long been utilized in product development and design, it's implementation in Experience Design and Experiential Marketing is more recent. What this has meant for the creators of experiences - whether the creators be marketers, planners, curators or artists - is a shift from broadcast (here's our message, let's put it on media blast) to dialogue (hey audience, what do you need right now?).

As the value of Empathy has become more tangible, measurable, the world of enterprise has become more comfortable with a term that was once considered too 'emotional' or 'soft'. The idea of Empathy has ascended during Covid-19, with a much broader acknowledgement of the value of recognizing and considering the diversity of human context. It is now accepted that Empathy driven approaches provide us with insights for the design of experiences that are meaningful, memorable and engaging. And engagement means business. It means successfully connecting with the consumers of our products, ideas, ethos, narratives.

Perhaps because experiential marketing creates produced environments in which the consumer meets the corporate message, the framework we find most helpful to ground our practice and application of experience design is the journey map. The consumer journey has provided marketers with the landscape against which they can identify touchpoints, moments of engagement, message delivery and decisions along the path to purchase.

As we map journeys and listen for audience preferences, we begin to infer possibilities for design of the produced experience - what does it need to be? And of course, there can only be so many designs. We can't produce infinite experience variations. So here the experience creator is asked to consider, what will attract the most people, reach them most effectively, produce the desired outcome at key moments along that journey?

¹ Crellin, Naomi, and Lauren Telchin-Katz. "Co-Lab-Oration and Covid-19 - How Think Tanks Can Act as Innovation Incubators and Community Connectors." Exhibition Magazine, no. Spring 2021 (n.d.).



Generational shifts to personalization

For event design the KPI has always been the NPS. There are many reasons why the NPS as a measure of success is flawed, and it often doesn't capture the full extent of the business value the event is intended to create. But there is something simple and focused about the question: Would you return? As experience creators have tried to gauge the experiences that would produce a 'Yes' response to this question, they have segmented their audiences, historically by demographics, in particular generational insights around values, or psychographics. While this is a very broad method of segmentation, it does provide us with an understanding of broader shifts in perspective or audience behavior.

An example of a mass adjustment at a generational level was the workforce shift from majority baby boomer to majority Gens X, Y (millennial), and Z in 2017.

"As of 2017 – the most recent year for which data are available – 56 million millennials (those ages 21 to 36 in 2017) were working or looking for work.

That was more than the 53 million Generation Xers, who accounted for a third of the labor force. And it was well ahead of the 41 million baby boomers, who represented a quarter of the total. Millennials surpassed Gen Xers in 2016."¹

One of the uniting perspectives of XYZ - in contrast to baby boomers - is a preference for self-driven experiences (create your own adventure is one example), that feel uniquely curated for them, personally, as well as a desire for inquiry, input and questions.

Now, we are seeing this shift manifest in the marketplace, with increasing numbers of consumers expressing a desire for personalized experiences designed specifically for them.

"In 2021, 73% of consumers said meeting their rising expectations for a personalized experience is something that most brands struggle with."

- Redpoint Global and the Harris Poll

¹ Fry, Richard. "Millennials Are Largest Generation in the U.S. Labor Force." Pew Research Center. Pew Research Center, July 27, 2020. <https://www.pewresearch.org/fact-tank/2018/04/11/millennials-largest-generation-us-labor-force/>.



Participation & Agency

"Research shows us that personalized journeys allow discovery and exploration within the learning experience.

By providing an inclusive variety of pathways tailored to learning and social preferences, we ask customers to participate in creating their own customized learning journey.

This participatory approach increases excitement, engagement and efficacy in the experiences we deliver."

- Usha Chazhiyat, Intel

Within the context of event creation, designing unique experiences for each and every attendee is not feasible. So to deliver personalized experiences, experience-makers have turned to the 'Create Your Own Adventure' model - where enough pathways and options are provided that the attendee has a hand in crafting the experience that appeals to them, meeting their needs. This model gives attendees the option to co-create, which in turn engenders agency over the resulting experience.

When someone has a hand in creating their experience, they are more inclined to feel positively about it.

This model is a natural fit for the world of interaction design, which is built around journeys and mapping or activities and pathways in a digital space. When we consider the event touchpoints and the places where attendees converge and diverge, it's a framework that also translates to the narrative event or experience.

One great, early example was the National Parks Foundation's [Find Your Park](#), where a quiz was used to allow attendees to provide information about what is important to them, which returned recommendations for their National Park visit. The quiz and recommendations were offered ahead of the event, even before a decision had been made. This quiz supported the 'path to purchase' by acting as a starting point - allowing for further customization of the experiences offered to meet their needs.

The Experience Profiles™ are a powerful tool for creating engagement through personalization. Engaging attendees as co-creators of their experience builds engagement early on, and builds a relationship beyond a single event. They enter into a dialogue with the brand or organizer, and connect with the intent of the experience, which shapes their perception of the brand.

Ultimately this relationship between event creator and attendee is built around vested interest in success. "When you leave room for people to co-create, you are creating fans. The co-creators are vested in the success of the outcome."²

2 Heidi Neck, PhD, author of *Entrepreneurial Practice + Mindset*

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Personalization is Inclusive: the creation of multiple experience pathways generates inclusion and accessibility, accommodating a more diverse set of needs and preferences. Attendees are curious about what their preferences reveal, and how they can be used to shape experiences.

We recommend using the Experience Profiles™ to fuel co-creation by providing 'start here' recommendations with options to experiment and explore outside of any pathway. In this way the profile results are not being used to 'type' attendees and instead are used to encourage experimentation and variety.

They are a tool that allows the attendee to deepen their self-awareness and reflect. The agency in applying recommendations, adapting and analyzing the experience result - sits with the attendee.

There are a number of ways that people can engage with the Experience Profiles™. They can read (or watch) summaries of the six Experience Profiles™ and **Self Identify**. They can dive into discover the Methodology and frameworks. Finally, they can take the quiz, of 13 questions, that asks questions about their preferences across the quadrants. We encourage people to re-take the quiz or revisit the Experience Profiles™ as they like - preferences may shift according to broader context - and attendees may intend to 'turn up' with different goals to different types of events.

Personalization is a journey, not a destination. Your input is really valuable to help us understand how this worked for you and what would make this better in the future. There will be questions in the post event survey for feedback and we welcome any additional input that you want to provide."³

3 Excerpt from the Experience Profiles™ Attendee Guide

Experience Profiles™ Framework

The Experience Profiles™ success lies in building engagement from the ground up - as well as through the entire experience - by using a set of academic frameworks for behavioral preference. They provide recommendations for how attendees interact socially, how they interpret content and message, how they learn and retain information, how they direct and lead their teams.

The Experience Profiles™ are structured around these four quadrants of behavior and preference for how people engage with the Experiences we create. For each area we leverage academic models and periodically assess the characteristics relative to observed behaviors and audience input. For each of the quadrants we identify a primary and secondary characteristic mix for each Profile, that allows for a more nuanced investigation of the particular preference. For Example, the Creator's social preference is primarily Amiable, secondarily Driving.

The framework has the capacity for flexibility and customization for specific audience groups as we can lean more heavily into any of the four quadrants according to the nature of the event and the attendees.

For example, during the development of the annual conference for a group of female CEO's, the audience focus group provided us with indications that stakeholders were not particularly interested in understanding their learning or social preferences, but they did have an appetite for Experience Profiles™ that were focussed upon Leadership styles and preferences. The group also identified a desire to self-identify rather than take a quiz as the means of onboarding, so some custom pre-event communications provided them with this means for onboarding.

So, the Experience Profiles™ framework supported this customization by allowing us to 'dial up' one quadrant over the others based on the type of event and a specific audience.



The Four Quadrants in Detail

Social Preferences

Social preferences are important for how we consider experiences in the context of our interactions with others. Some of the strongest reactions we have encountered are in response to the term 'networking'! But across all aspects of experience engagement, how we prefer to interact, influence and share (or not) experiences with others, shapes how we choose to engage with content, message, and brand.

We are currently referring to the work of Merrill and Reid, psychologists whose work identify 4 social styles: Amiable, Expressive, Analytical and Driving. Jonathan Farrington summarizes the Merrill and Reid social styles as:

1. The Driver. Drivers are action- and goal-oriented... decisive, independent, disciplined, practical and efficient. They typically use facts and data, speak and act quickly, lean forward, point and make direct eye contact. They rarely want to waste time on personal talk or trivialities...

2. The Analytical. Analyticals are concerned with being careful before taking action. They conform to standard operating procedures, organizational rules and historical ways of doing things. They typically have slower reaction times and work more carefully than Drivers. Usually, they are task-oriented, use facts and data and tend to speak slowly.

3. The Expressive. Expressives enjoy involvement, excitement and interpersonal interaction. They are sociable, stimulating, enthusiastic and good at involving and motivating others. They are idea-oriented...and have quick reaction times. They need to be accepted by others and tend to be spontaneous, outgoing, energetic and friendly. They are focused on people rather than on tasks.

4. The Amiable. Amiables need co-operation, personal security and acceptance. They value personal relationships, helping others and being liked. They prefer to work with other people in a team effort... and have unhurried reaction times. Typically, they are friendly, supportive, respectful, willing, dependable and agreeable. They are also people-oriented.

We have identified the social styles as aligning with the Experience Profiles™ with the following ratios of Primary and Secondary characteristics:

Seeker | 70% Driving + 30% Expressive

Seekers crave human connection, are seekers of spontaneity and the unexpected, and want to get colleagues together to test the limits. They can often experience #FOMO if they miss out on an experience.

Creator | 50% Amiable + 50% Driving

Creators are excited by the possibilities that people bring and want to be involved in exploring all of it. They love picking up on vibes and clues of the people and surrounding environment. Creators are great communicators who think on their feet.

Adaptor | 60% Expressive + 40% Driving

Adaptors live in the moment and are eager to test new methods of physical and digital engagement. They are inspired by unconventional ways of communicating and connecting with others.

Harmonizer | 70% Amiable + 30% Analytical

Harmonizers want to share space with people without actively communicating the whole time. They seek to create meaning out of new circumstances and scenarios.

Explorer | 60% Expressive + 40% Amiable

Explorers like purpose-driven connection where you can engage with others organically. They capture experiences like a time capsule to share: visually and in written-form.

Thinker | 70% Analytical + 30% Driving

Thinkers desire an opportunity to listen and analyze; to pause and think before speaking. They are followers of rules, or at least, will 'get with the program' as designed.

Interpretive Preferences

Interpretive Preferences are about how we connect to and make meaning from the information that we encounter within experiences. What attracts us to an experience? And once we are there, what resonates, causes us to form an opinion? What type of content is most likely to shift our perspective, cause us to change our behavior or commit to an action?

The act of interpretation is how we synthesize the content we are being provided, prioritize what we recall and share, and ultimately determine how it applies - whether that is to the project at hand, or to our world view, or our lives.

The Smithsonian Office of Audience Research (SOAR) pioneered the IPOP theory for better understanding visitors and visitors experiences (c. 2010). This theory recognizes the individual experiences of museum visitors and identifies key subsets of a general audience base. The acronym IPOP stands for types of exhibition content individual visitors are particularly drawn to:

IDEA people are drawn to big ideas that shape content.

PEOPLE people are drawn to stories and representations of people (and they enjoy the social experience of a museum visit).

OBJECT people are drawn to the “real things”, the objects within the exhibition.

PHYSICAL people are drawn to the physical space and haptic experience of the exhibition.⁴

Interpretive Preference gives content planners and strategists an opportunity to examine how they are storytelling with their content, and encourage the introduction of surprise and delight into content delivery.

With an awareness of their own interpretive preferences, attendees can consider what they are drawn to - the imagined (Ideas), the emotional (People), the rational and tangible (Object) or the haptic (Physical). They can select content journeys that align with, or diverge from, those preferences in order to create a more diverse experience.

Most notably, however, OP&A has the data to prove that visitors report a SUPERIOR experience when the exhibition enables them to connect with a content area that is not their normal draw.

The element of surprise learning, makes for a better visitor experience.¹

¹ Pekarik, A.J., Schreiber, J.B., Hanemann, N., Richmond, K. and Mogel, B. (2014), IPOP: A Theory of Experience Preference. Curator, 57: 5-27. <https://doi.org/10.1111/cura.12048>

⁴ Bloom, Benjamin. “The Smithsonian’s IPOP Exhibition Framework: Lessons for a Human-Centered Content Approach.” Medium. Medium, December 8, 2016. <https://medium.com/@DigitalGov/the-smithsonians-ipop-exhibition-framework-lessons-for-a-human-centered-content-approach-8a395abae425>.



Learning Preferences*

An understanding of Aural, Visual, Verbal, Kinesthetic and Social learning preferences provides attendees with a lens to craft their educational journey. It provides Experience Content Designers information to ensure inclusive learning options, and create supporting materials that appeal to all attendee preferences. The model we look to as we consider Learning Preferences uses Fleming & Mills theory on the VARK modalities (1992).

Fleming and Mills defined the preferences as follows:

Visual (V) preference for graphical and symbolic ways of representing information. Preference includes diagrammatic material often used by teachers to symbolize information (e.g., graphs, charts, flow charts, models, and all the symbolic arrows, circles, hierarchies and other devices used by teachers to represent what could have been printed information.

Aural (A), describes a preference for "heard" information. Students who prefer aural forms of information dissemination report that they learn best from lectures, tutorials, and discussion with other students and faculty.

Read/Write (R) preferences for information largely composed of printed words from which some students appear to get a greater or lesser degree of understanding.

Kinesthetic (K), defined as the perceptual preference related to the use of experience and practice (simulated or real). ...Using all perceptual modes sight, touch, taste, smell and hearing... a kinesthetic teaching experience is defined as one in which all or any of these perceptual modes are used to connect the Student to reality, either through experience, example, practice, or simulation.⁵

⁵ VARK Learning Styles from 'Not Another Inventory, Rather a Catalyst for Reflection', Neil D. Fleming and Colleen Mills, 1992.

* While we reference Learning preferences, this quadrant is focused broadly on Education and styles of presentation or educational engagement learners are drawn to.

Once learners become actively engaged in their own learning process, they develop a sense of being in control.

This has been shown to improve self esteem and motivation. A learner's awareness of learning preference and an understanding of the learning process, as well as metacognitive engagement, can lead to improved learning outcomes."¹

The Visual, Aural, Read/write and Kinesthetic preferences indicate the styles of learning that an individual is attracted to or feels confident about. They do not necessarily indicate measurable effectiveness, but when used to generate an inclusive set of formats for learning by planners, this produces a more inclusive learning environment. Providing attendees with a greater awareness of their learning preference helps them to set strategies for engaging with educational content, even when it may not be delivered via their preferred medium:

"Choice is another slant on the notion of preferred learning styles which has a bearing on how learning progresses ... It is suggested that learners who are actively engaged in the learning process will be more likely to achieve success" ⁶

In our work with a technology company Learning and Development team, we built a quiz to provide learners with their learning preference. The quiz results were created to allow for combinations beyond a single category - for example you might return a result being a combination of Visual and Aural preference. This empowered learners with a more nuanced understanding of their preferences so that they could begin making informed choices.

"Research shows that Personalized Learning improves results through generating engagement and excitement for the learning experience. When Learners are actively involved in defining their own personalized Learning Journey, they feel greater ownership and learning outcomes improve. Through identifying one's own learning preferences, a more meaningful understanding of concepts is generated. Personalized engagements reach a broader learning preference audience and strong participation is linked to higher retention rate of the learned material."⁷

In does not reflect or imply any efficacy of Learning or Teaching methods.

6 Dewar 1996; Hartman 1995; Leadership Project 1995
7 Usha Chazyhiyat, Intel.

1 Pritchard, Alan. Ways of Learning. London: Taylor & Francis, 2009.

We pay close attention to declared preferences for learning media and formats when creating the Experience Profiles™ recommendations. This helps planners to anticipate what might be more attractive for session design offerings, but also to create materials that would augment content delivery SOP's and support an inclusive array of preferences.

Seeker | Kinesthetic + Aural learners

Loves group brainstorms and active, hands-on learning. Desires options for creative external stimuli. Needs variety in learning/engagement formats.

Creator | Visual + Kinesthetic learners

Learns by testing, doing, and collaborating with others. Wants to be up close with the content and information at hand. Impactful visuals to convey narrative will inspire and resonate with Creators.

Adaptor | Visual + Aural learners

Learns through round table discussion, workshops and scenario testing. Enjoys presentation and visual learning techniques. Interested in mixed reality experiences and devices to create new places for connection. Observes reactions and listens to cues to develop theories.

Harmonizer | Aural + Visual learners

Learns through small group conversation and visual presentations, podcasts, fireside chats. Loves playing an active listener role in meetings and will constantly bring positive energy to group dynamics.

Explorer | Kinesthetic + Read-Write learners

Likely to sketch or write ideas and influences as a way to organize. Appreciates a journey map. Likes taking pieces of data or input and rotating it like a square on a Rubik's Cube.

Thinker | Read-Write + Aural learners

Enjoys classes where quiet, passive engagement can still lead to active learning. Prefers a tidy and well-organized work space for maximum productivity.



Leadership Preferences

In selecting the academic framework reference for Leadership preferences, we looked for systems that did not infer negative typing or statements of fact around the 'most' or 'least' effective leadership styles.

Instead we approached the idea of leadership from both the leader perspective, and from the team's perception of a leader, drawing upon three sources that speak to traits including emotional intelligence, values and mission-centric thinking.

The Leadership framework and model we utilize in the Experience Profiles™ draws upon three reference sources:

Bill Taylor's Four Leadership Styles distilled the Styles as Classic Entrepreneur; Modern Missionary; Problem Solver; Solution Finder.⁸

McKinsey's 2015 'Decoding Leadership' study and insights revealed four kinds of leadership behavior that account for 89 percent of leadership effectiveness: Solving Problems effectively; Strong Results Orientation; Seeking Different Perspectives; Supporting Others.⁹

Finally, Erica Fox's "Winning from Within" identifies the Big Four internal leadership behaviours that shape the lens through which we meet the world, and the sweet spot for how we might selectively utilize and deploy these mindsets to drive our growth.¹⁰

Like the other preference quadrants, Leadership is a place where a nuanced self-awareness of preference means that Leaders can excel by making sentient choices to best respond to their strengths, their teams and the situation at hand.

8 Taylor, Bill.

9 Feser, Claudio, Fernanda Mayol, and Ramesh Srinivasan. "Decoding Leadership: What Really Matters." McKinsey & Company. McKinsey & Company, February 22, 2019. <https://www.mckinsey.com/featured-insights/leadership/decoding-leadership-what-really-matters>.

10 Fox, Erica Ariel. *Winning from within a Breakthrough Method for Leading, Living, and Lasting Change*. New York, N.Y: HarperBusiness, an imprint of HarperCollins Publishers, 2013.

It's an outdated idea that a leader should adopt a fixed leadership style that's agnostic to the specific context in which he or she is operating. A single approach to leadership is not going to meet the myriad of challenges that today's leaders face. Thus, rather than perfecting a "leadership sweet spot," a leader needs to develop and broaden his or her "leadership sweet range." The wider this range becomes, the more effective or versatile the leader will be.¹¹

Armed with self and situational awareness, leaders can craft their own adaptive leadership strategies through practice and mentorship - again underscoring how the use of preference is not a typing activity, but rather a tool for self-driven growth and development.

The resulting combined preference sets we utilize for the Leadership quadrant are:

Entrepreneurial Dreamer. Leadership is about the thrill of competition and the quest for success. Daring to pursue a grand vision or dream, success is gauged by data dashboard and progress against the desired goals.

Missionary Builder. These leaders aim for more than mere business success; human values are what drive their passion to succeed. Success is gauged by teams, trust and relationships built in collaboration.

Analytical Solver. They are the first to confront difficulties and identify new opportunities. They apply facts and logic, rely on experienced perspectives to assess consequences and consider all sides of a problem.

Solutions Warrior. This style is about incremental results and concrete solutions, drawing upon the team's collective powers to uncover insights (truths) and flip challenges to opportunities.

¹¹ Jennifer Jordan, Michael Wade, and Tomoko Yokoi, in <https://hbr.org/2022/01/finding-the-right-balance-and-flexibility-in-your-leadership-style>, January 11, 2022

Quadrant Results Alchemy

The Experience Profiles™ are structured around these four quadrants of behavior and preference for how people engage with the Experiences we create. For each area we leverage academic models and periodically assess the characteristics relative to observed behaviors and audience input. For each of the quadrants we identify a primary and secondary characteristic mix for each Profile, that allows for a more nuanced investigation of the particular preference.



Social Preference



Expressive



Amiable



Analytical



Driving



Interpretive Preference



Ideas



People



Objects



Physical



Learning Preference



Read/Write



Aural



Visual



Kinesthetic



Leadership Preference



Solutions
Warrior



Missionary
Builder



Analytical
Solver



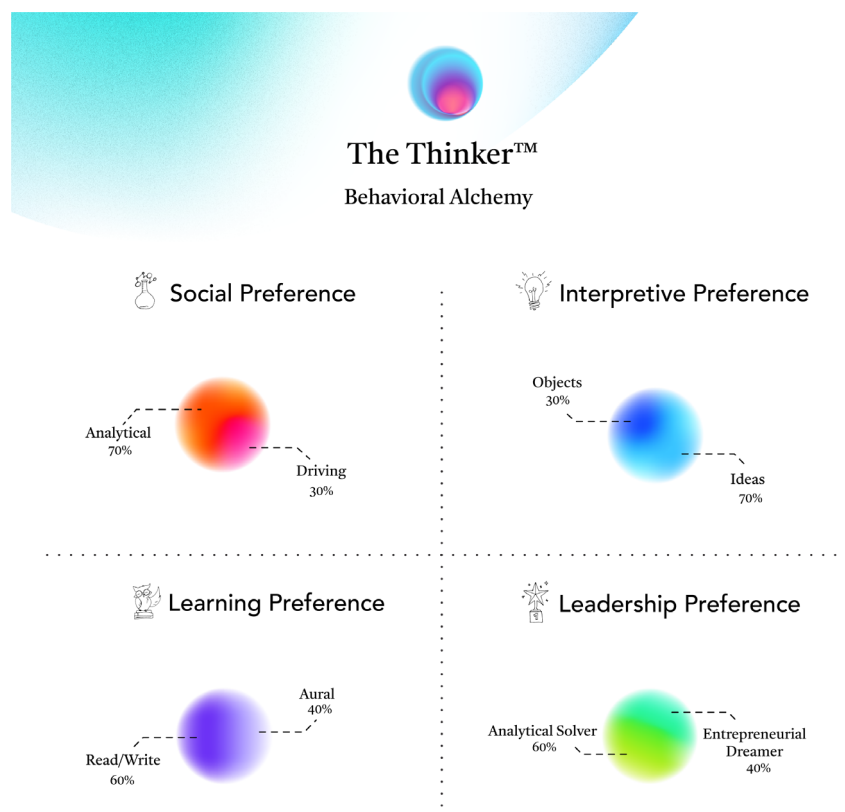
Entrepreneurial
Dreamer

COLOR THEORY DETAIL FOR THE CREATION OF THE EXPERIENCE PROFILE AURAS



The Profile Alchemy

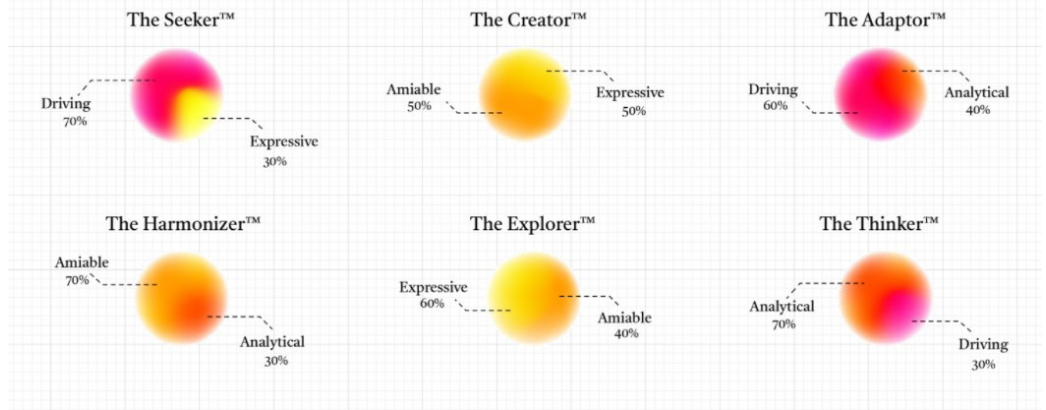
The Experience Profiles™ are created around unique combinations of scores in the four quadrants of social, interpretive, learning and leadership behaviors and preferences. As we build the profiles we also consider the characteristics for each quadrant with nuance, returning a primary and secondary set of preferences:



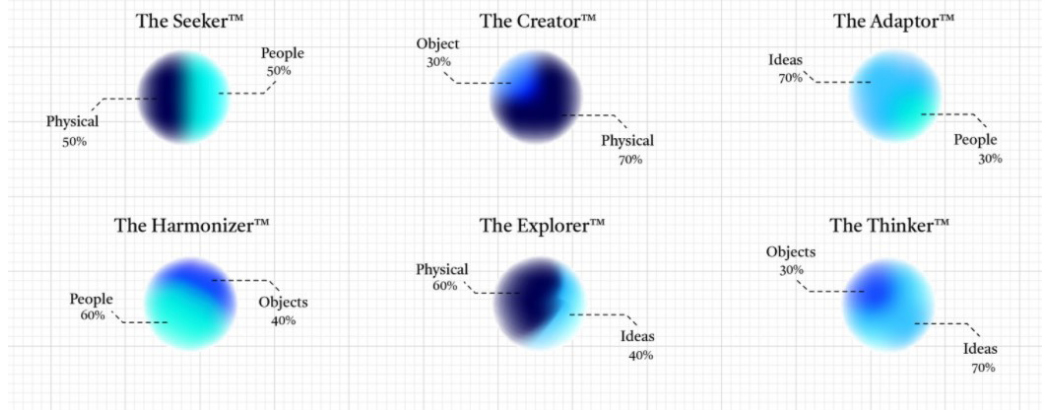
This approach allows for greater diversity and pushes beyond binary fixed definitions. The Experience Profiles™ can be interpreted as more malleable, changeable according to context. This provides the end user with more to consider, reflect and build upon - a foundation for engagement and co-creation.

The result of the nuance intentionally built into the alchemy behind the profiles means that there are many, many, variations of the preferences that could be returned. So the six Experience Profiles™ - The Seeker, The Creator, The Adaptor, The Harmonizer, The Explorer and The Thinker - represent segments of the variations that group similarities in preference and behavior together.

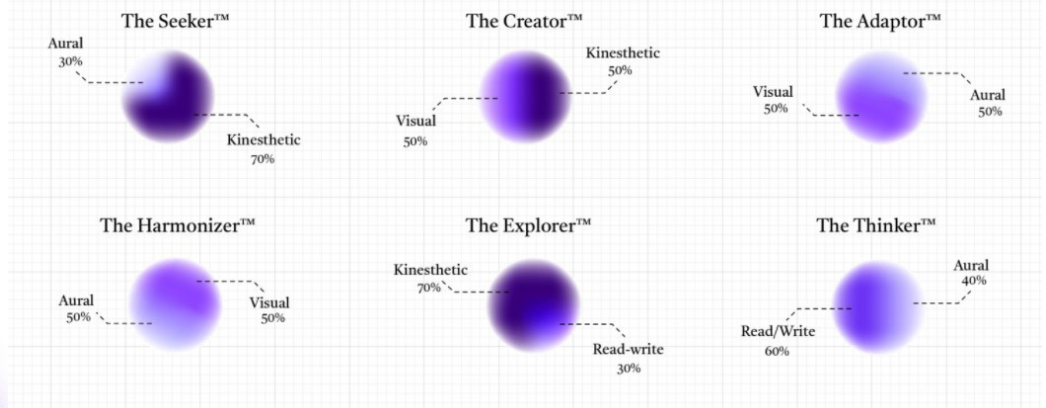
Social Alchemy



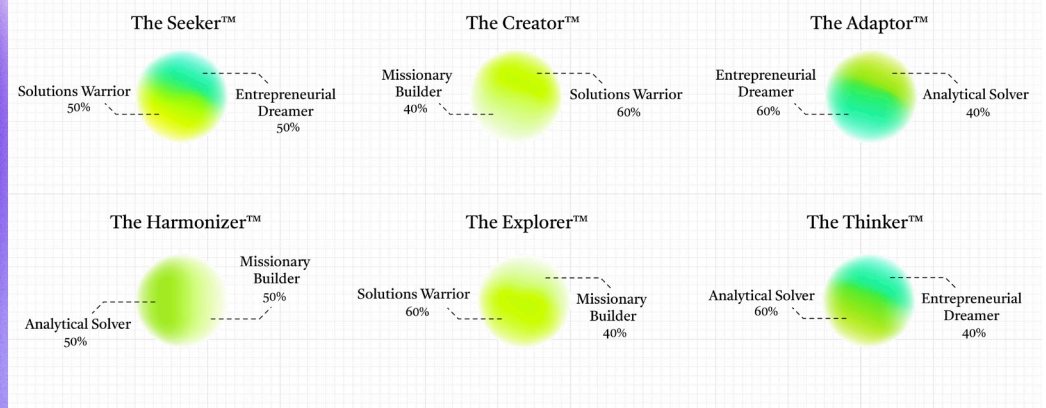
Interpretive Alchemy



Learning Alchemy



Leadership Alchemy



This is why it's important to emphasize that the Experience Profiles™ are not a fixed or definitive typing tool. They are a tool to prompt a sentient self awareness, reflection and activation by the attendee; and the offering of a diversity of preference pathways by the creators of inclusive experiences.

The six Experience Profiles™ provide a feasible structure for co-creation of the event experience - a diversity of pathways that accommodate a variety of preferences, while providing attendees with a place to start building their event experience. The Experience Creators provide attendees with a set of curated experience recommendations that they can use as the basis for their personalized journey. The Storycraft Lab team generate different Trail Guides for each profile, customized to the event. We also provide recommendations for communications pre- and post- event, as well as resources for attendees who wish to continue their use of the Experience Profiles for their professional growth and development.

Once the attendee has their personalized journey recommendations, they can accept or adjust as they wish - and here the creation of the adventure engages attendees in fully customizing their experience. Based upon the content, context or a situational driver, attendees can choose to opt out of recommendations and choose a different experience that fits exactly what they want and need.

Conclusion

This brings us full circle, back to the place this whitepaper began. The Experience Profiles™ are a tool for creating Personalized experiences. They don't take away the function of the Event Creators, but instead provide it with necessary fuel. The Experience Profiles™ begin by engaging our audiences in creating the unique journeys and experiences they desire, and by providing a set of recommendations for navigating content. They create space and opportunity for further deeper collaboration, co-creation and dialogue - and the more we engage with them, the more valuable they become.

We often consider engagement through a lens removed from our empathetic human selves - as experience creators we ask 'how can we get audiences to engage?' Actually the best result happens when we, the Experience Creators, engage back. We say 'here's an idea...' and 'what do you think about that?'...'how did that work for you?'...'what would you change?'...'why are you drawn to this?' The sharing of preferences, the insights we gain, is a conversation that builds relationships. The Experience Profiles™ are a way to begin that dialogue - and we look forward with excitement to where that journey will take us.