



## Half Day Education & Networking Event

Vancouver Convention Centre West

Wednesday, October 18, 2017

8:00 - 12:00, followed by chapter AGM and lunch

## Intentional Event Design: Our Professional Opportunity

Intentional Event Design is the end-to-end creation of an experience to deliver maximum impact for stakeholders, event after event. It is also referred to as “mindful” or “purposeful” design. It is our new imperative and in her soon-to-be-published book Tahira will explore how we use People-Centric design to design optimal experiences for our guests, and will explore the seven key intentions from engaging technology to immersive design during this session.

### Learning Objectives:

1. Discover how intentional design adds value to the organization and its message
2. Explore the importance of flow and seating design with support from LoungeWorks
3. Immerse in the power of colour with support from Freeman



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### Tahira Endean



Tahira is a curious event producer, passionate about intentional event design and the integration of now ubiquitous technology to enhance the human experience at events and everyday.

Tahira is committed to the industry and has been recognized for a range of contributions. In 2016, she was named a MeetingsNet Changemaker, and nominated in Vancouver for Global Meetings Industry Day Influencer and MPI BC Chapter Mentor of the Year. In 2015 she was named one of the [“Top 5 Women in Event Technology”](#), was inducted into the [Meetings Canada Hall of Fame](#) in the Big Idea category, and most recently was one of Canada’s 20 most Fascinating Women in events.

Driven by a fascination with what we are learning about neuroscience and the power of the five senses to enhance memory, knowledge retention and improve connections, she is continually seeking appropriate ways to design the most relevant meeting and event environments. An instructor at BCIT, the British Columbia Institute of Technology, she instructs both Special Event Planning and Sustainable Event Management. Tahira also loves cooking, time with her family, and anything with bubbles!