

Brainstorming Original Events

So you want to put on an event but how do you set yourself apart from all the other things going on? A great event starts with a great brainstorm. So how do you do that?

1. **Create an open space:** It should be a space people associate with creativity and out of the box thinking (e.g. outdoors)
2. **Bring snacks:** Make the process fun
3. **Give background and a specific question ahead of time:** Don't think a specific question will limit creativity. The clearer the objective is, the more energy can go into figuring out how to achieve it.
 - a. Giving background ahead of time gives less confident people an opportunity to get confident about their ideas
 - b. Giving background makes sure people are coming up with realistic ideas
4. **Be clear from the start how you will decide:** Will everyone vote? Will it be you, or the executives?
5. **Be clear what the ground rules are:** Do people raise their hand, shout out? Is interrupting allowed? Do people add to what others have said or do you immediately move on to new ideas?
6. **One person facilitates:** This person is responsible for:
 - a. writing things down
 - b. Stopping interruptions
 - c. Asking quieter people to speak
7. **There are no bad ideas... to start:** Write everything down at first. You're going for largest quantity.
8. **Then narrow things down by:** (consider doing this after a break or at another meeting)
 - a. Grouping similar ideas
 - b. Combining ideas
 - c. Eliminating ideas

For some more ideas see [here](#).