

EVENT STORYBOARD CANVAS, #ESB

Designer name(s):

Client:

Date:

Event name:

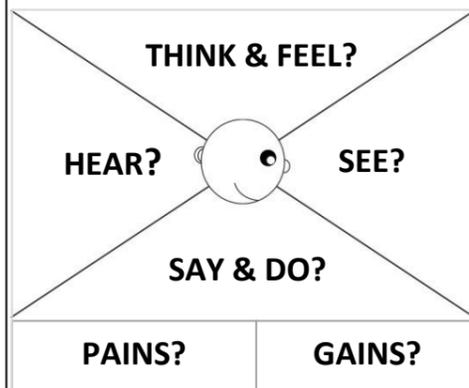
Version:

1 What are your goals

4 Customer Journey StoryBoard

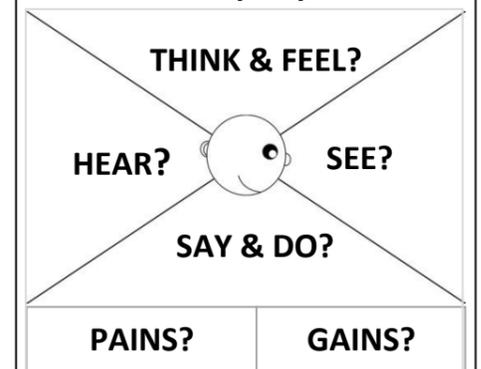
2 When are you satisfied

3 Who is your customer



Empathy map

5 What does your event achieve (ROI)



Empathy map

Start

Time line

End

Empathy map is developed by Scott Matthews of XPLANE



Storyboard.events

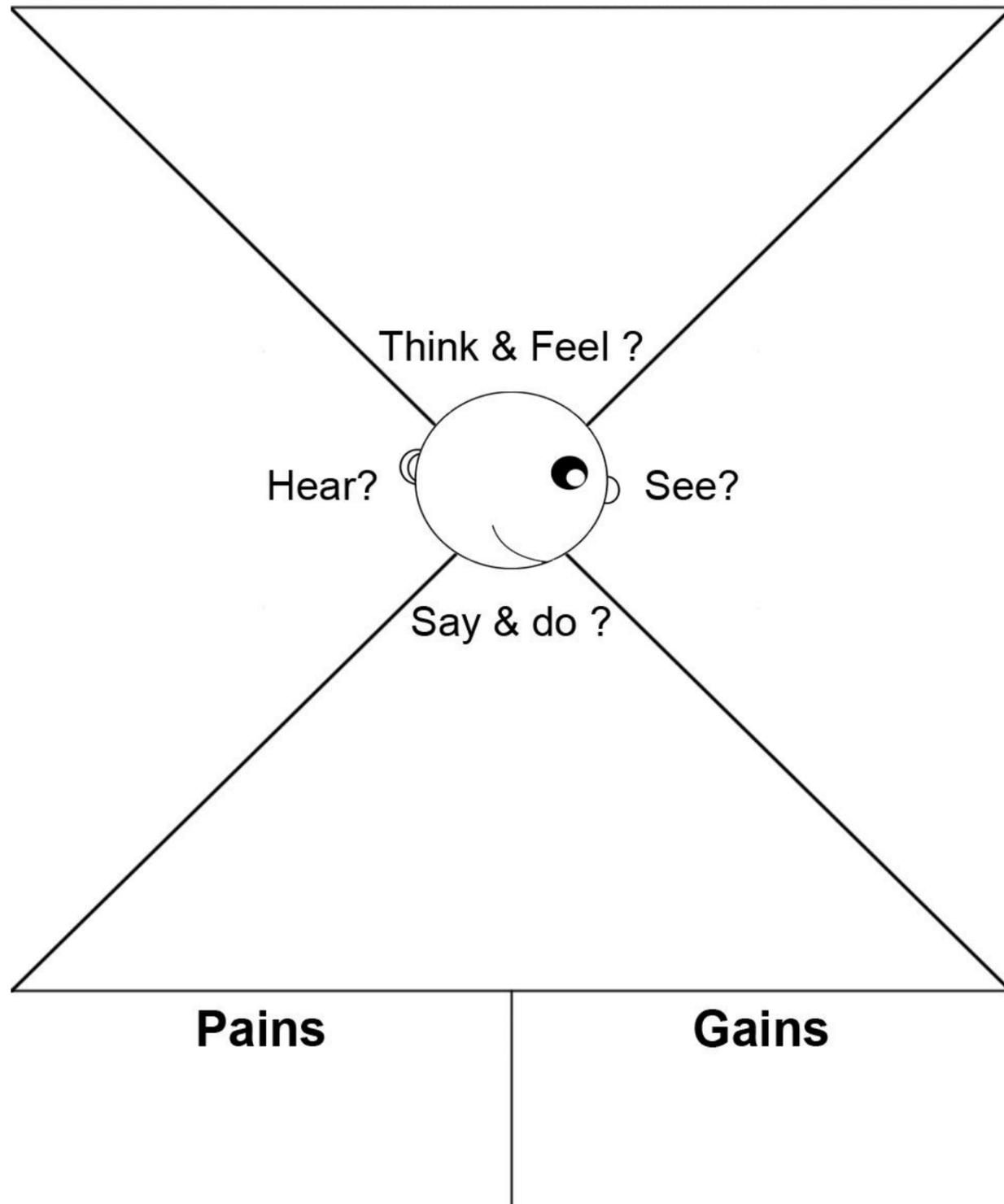
Version: 041115: 0.1

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1 What are your goals

3 Who is your customer



2 When are you satisfied

5 What does your event achieve (ROI)

