

THE MAIN EVENT PREMIER GROUP

ENTERPRISE EXPERIENCE DESIGN

Effective Immersive Design for Modern Enterprises | Official Course Syllabus

INSTRUCTOR	Reaonna Chavis, Founder & Executive Director	FORMAT	2-Day Live Zoom Masterclass (4 Hours Total)
TARGET AUDIENCE	Enterprise Strategists, Marketing Leads, Innovation Directors	PREREQUISITES	Fundamental knowledge of corporate activations
PRICING MODELS	Corporate Team: \$2,000 (up to 10 seats) Individual Seat: \$399	INCLUDED ASSETS	Student Companion Guide & PDF Certificate

EXECUTIVE OVERVIEW

Designed specifically for enterprise leaders and brand innovators, this masterclass delves into the integration of high-touch technology, spatial story architecture, and disciplined financial allocation. Learn how to craft scalable, high-end enterprise productions that engage modern audiences without sacrificing human warmth or operational control.

CURRICULUM BREAKDOWN

Day 1: Emerging Tech & Narrative Architecture (2 Hours)

Module 1: High-Touch Tech Integration (60 MINS)

- Frictionless technology: Incorporating spatial AR, dynamic projection mapping, and intelligent lighting.
- Avoiding digital coldness: Balancing cutting-edge technology with human connection.
- Interactive Workshop: Integrating seamless digital touchpoints into physical brand launches.

Module 2: Narrative Architecture for Enterprise Branding (60 MINS)

- Spatial Storytelling: Mapping company origin, current innovation, and future vision across physical zones.
- Transforming traditional keynotes into interactive, multi-sensory physical installations.
- Case Study Analysis: Deconstructing successful enterprise luxury activations.

Day 2: Scalability, Budgeting & High-Class Production (2 Hours)

Module 3: Premium Budgeting & High-End Vendor Selection (60 MINS)

- The 60/20/20 Budget Formula: 60% Immersive Touches, 20% Core Operations, 20% Contingency Buffer.
- Sourcing, vetting, and directing luxury-grade vendors, lighting technicians, and audio engineers.
- Budget reallocation exercise: Maximizing visual and experiential impact under strict line-item limits.

Module 4: Risk Mitigation & Red-Team Audits (60 MINS)

- Stress-testing production blueprints before go-live: The Red-Team Audit framework.
- Live Crisis Protocol: Managing AV failures, speaker delays, and weather changes without breaking character.
- Final Enterprise Pitch Review & Graduation Q&A.

KEY LEARNING OUTCOMES

- Expertise in blending spatial technology with high-end physical environments.
- Mastery of narrative spatial mapping and enterprise budget structuring.
- Proven crisis management techniques for high-stakes, large-scale enterprise events.

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