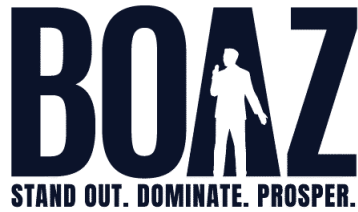




# THE CONFERENCE EXPERIENCE BLUEPRINT

How to Create a Powerful Event Attendees Remember (and Talk About)

**A FREE Resource for Meeting Planners & Event Professionals**  
**By Boaz Rauchwerger**  
**Keynote Speaker | Conference Presenter | Leadership & Transformation**



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# Why This Guide Exists

If you're an event planner, you already know the truth:  
A conference isn't remembered because the venue was beautiful.  
It's remembered because people *felt something*.

Attendees may forget the schedule, the meals, and even most of the breakout sessions...  
but they never forget the moment that made them think:

***"That was exactly what I needed."***



This guide is designed to help you build an event experience that creates:

- ✓ Higher attendee engagement
- ✓ Better event ratings and feedback
- ✓ More word-of-mouth buzz
- ✓ Stronger post-event impact
- ✓ Higher return attendance next year

In just a few pages, you'll get a simple framework you can use immediately—whether you're planning a 200-person leadership summit or a 5,000-person annual conference.



# The Unforgettable Conference Checklist

Use this checklist before your event to predict the experience your audience will have.



## 01 ENERGY

- Does your agenda have natural energy peaks?
- Are the most exciting sessions placed strategically?
- Is there a strong opening and closing keynote?

## 02 AUDIENCE CONNECTION

- Do speakers feel like they understand the audience's world?
- Does the event speak directly to attendees' challenges?
- Are there moments that feel personal and relatable?

## 03 STORY + FLOW

- Does the event feel like a journey, not random sessions?
- Is there a clear theme connecting speakers and sessions?
- Does the agenda build momentum throughout the day?

## 04 PARTICIPATION

- Are there interactive moments built into the program?
- Are attendees engaged beyond "just listening"?
- Is there a moment attendees will talk about afterward?

## 05 TAKEAWAY VALUE

- Are attendees leaving with a clear action plan?
- Are there tangible tools or frameworks they can apply?
- Is there follow-up content or post-event reinforcement?

## 06 EMOTIONAL IMPACT

- Does the event create inspiration, confidence, and motivation?
- Do attendees leave feeling empowered?
- Does the event create transformation—not just information?

### Quick Self-Score:

Rate your event (1-10):

Energy: \_\_\_\_

Connection: \_\_\_\_

Flow: \_\_\_\_

Participation: \_\_\_\_

Takeaways: \_\_\_\_

Impact: \_\_\_\_

**Total Score: \_\_\_\_ / 60**

*If you're under 45, you likely need stronger "experience moments" built into your program.*

# The #1 Mistake Event Planners Make (Without Realizing It)

The biggest mistake planners make isn't choosing the wrong venue...  
It's building an event around information instead of transformation.

## **Information-based events:**

- feel like lectures
- leave attendees overwhelmed
- create low emotional engagement
- produce weak post-event feedback

## **Transformation-based events:**

- create "aha moments"
- generate emotion and connection
- build momentum throughout the day
- lead to action, confidence, and change

*Your goal is not to deliver content.*

***Your goal is to create an experience.***

## **The Transformation Question**

Before you finalize your agenda, ask:

"Who do we want attendees to become by the end of this event?"

*Not what they should know.*

*Not what they should learn.*

## ***But what should shift in them?***

Because when attendees feel changed, they rate the event higher, recommend it, and come back.





# The Peak Moment Framework

Every great conference has at least one moment that becomes the emotional centerpiece of the event.

It's the moment attendees mention in their reviews:

"That keynote changed the way I think."

"I'll never forget that part."

"That speaker was the highlight."

## Here's the formula behind it:

### Step 1: DISRUPT THE ROOM

The opening minutes of a keynote should break autopilot.

This can be done with:

- a bold statement
- a powerful story
- a shocking truth
- a question that makes people reflect
- a personal vulnerability moment

Goal: create silence, attention, curiosity.

### Step 2: CREATE EMOTIONAL OWNERSHIP

The audience must feel:

**"This is about me."**

This happens when speakers connect their message to:

- real workplace struggles
- stress, leadership pressure, burnout
- fear of change or failure
- desire for growth, success, purpose

When the audience emotionally owns the message, the event becomes memorable.

### Step 3: GIVE A CLEAR ACTION STEP

Transformation doesn't happen without action.

The best speakers leave the audience with:

- a simple framework
- a decision
- a personal commitment
- a new way of thinking
- a challenge to implement immediately

This creates the post-event "carryover effect."

***If your keynote has all 3, it becomes unforgettable.***

# The Perfect Speaker Lineup Formula

The order of your speakers matters more than most planners realize. Even strong speakers can underperform if the agenda placement is wrong. Here's a proven lineup structure:

## **1) OPENING KEYNOTE** (The Energy Builder)

The opening keynote sets the tone for the entire event.

This speaker must:

- create excitement
- connect emotionally
- wake up the room
- make people feel glad they came

If your opening keynote is flat, the rest of the day feels harder.

## **2) MIDDAY SPEAKER** (The Practical Value Driver)

Midday is when attention drops.

This is where you want a speaker who delivers:

- tactical insights
- real-world examples
- audience participation
- tools attendees can apply immediately

This speaker “re-centers” the event.

## **3) CLOSING KEYNOTE** (The Transformation Anchor)

The closing keynote is the most important for post-event feedback.

This speaker must:

- inspire action
- leave the audience emotionally lifted
- create confidence and momentum
- give attendees a powerful takeaway

The closing keynote determines what people remember.

***Pro Tip: Your strongest emotional speaker should often close the event.***

# 10 High-Engagement Audience Interaction Ideas

## 1. The “Turn to Your Neighbor” Moment

A 30-second partner share makes the message stick.

## 2. The “Write This Down” Commitment

Ask attendees to write one action they will take immediately.

## 3. The “Raise Your Hand” Connection

A quick “who here has experienced this?” builds instant unity.

## 4. The 60-Second Reflection Pause

Silence is powerful. Give attendees time to absorb.

## 5. Live Poll Questions

Even a simple show-of-hands poll increases engagement.

## 6. A “Challenge Question”

Example: “If nothing changes after this event, what will you regret?”

## 7. A Personal Story Moment

Stories create emotional glue.

## 8. Humor + Relatability

A laugh creates trust.

## 9. A Short Audience Exercise

Example: “Take 10 seconds and picture your team 12 months from now...”

## 10. The “Standing Commitment”

Ask attendees to stand if they’re committed to change.  
This creates a powerful visual and emotional peak.

**Pro Tip:** If you want your event to feel alive, build at least 3 engagement moments per keynote session.

# PROMOTION & INTRODUCTION SCRIPTS

## Speaker Introduction Script (30-45 seconds)

Here's a professional intro you can use for a keynote speaker like Boaz:

“Our next speaker is known for delivering powerful keynote experiences that shift the way people think, lead, and perform.

He's worked with organizations and audiences around the world and is recognized for creating energy, transformation, and real takeaways.

Please help me welcome to the stage... Boaz Rauchwerger.”

## Sample Email Invite Copy (Copy/Paste)

**Subject:** You Don't Want to Miss This Keynote

Hi [First Name],  
We're excited to welcome you to [Event Name]. This year's program is designed to deliver more than content—it's designed to create real impact.

One of the highlights of the event will be a keynote by Boaz Rauchwerger, a speaker known for creating powerful breakthrough moments for audiences.

You'll walk away with:

- a stronger mindset
- practical strategies you can apply immediately
- renewed motivation and clarity

We look forward to seeing you there,  
[Your Name]

## Sample Social Media Post (Copy/Paste)

🔥 Excited to announce our keynote speaker for [Event Name]!

Boaz Rauchwerger will be joining us to deliver a high-impact keynote on transformation, leadership, and creating breakthroughs that last.

If you're attending, get ready for a session you'll be talking about long after the event.

📍 [Event Location]

📅 [Event Date]

#Conference #Leadership #EventPlanner #KeynoteSpeaker

# Questions Every Event Planner Should Ask Before Booking a Speaker

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This creates a powerful visual and emotional peak.

**Pro Tip:** If you want your event to feel alive, build at least 3 engagement moments per keynote session.

# About Boaz Rauchwerger

Boaz Rauchwerger is a keynote speaker known for delivering powerful messages that challenge audiences to break limitations, rise into leadership, and create real personal transformation.

His sessions are built to:

- energize audiences
- create emotional connection
- deliver practical takeaways
- leave attendees feeling empowered

Boaz doesn't just deliver speeches.  
He creates experiences.



## Want to Check Availability or Request a Speaker Package?



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www.boazpower.com

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**Speaker Booking Kit Available Upon Request**

Includes: bio, keynote topics, photos, intro scripts, promo copy, and past event highlights.