



# **BUILDING CREATIVE MUSCLE**

## **THE EVENT IDEATION AND BRAINSTORMING CHEAT SHEET WITH AI**



**Jateen Rajput**

Dean of Event Management & Executive Director

# Brainstorming Frameworks for Event Management & Live Entertainment

These evergreen models aren't just for boardrooms. They can spark wild event ideas, solve technical bottlenecks, or help you reinvent the shaadi baraat entry with drones.



## 5 Whys

Dig deeper into event challenges by repeatedly asking "why" until you reach the root cause. Perfect for understanding why the audience left early.



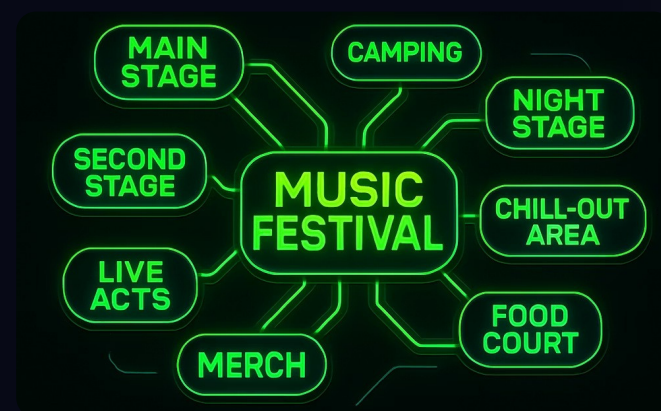
## SCAMPER

Substitute, Combine, Adapt, Modify, Put to other uses, Eliminate, Reverse. Ideal for reinventing a sangeet show format with fresh perspectives.



## Six Thinking Hats

Switch perspectives systematically between facts, emotions, caution, benefits, creativity, and process. Powerful for team brainstorming at high-stakes corporate conclaves.



## Mind Mapping

Visually connect ideas radiating from a central concept. Excellent for mapping the complex logistics and experiences of a multi-venue music festival.



## Starbursting

Generate questions (who, what, when, where, why, how) around a central idea. Perfect for developing immersive product launches that address all angles.

**Prompt Template: Use the [brainstorming framework], to brainstorm the following event industry topic: [e.g., 'How to elevate the audience arrival experience at a stadium concert']**



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# Channel Industry Experts for Multiple Perspectives

## DIFFERENT PERSPECTIVES : 4 Channel Industry Experts

Bring in imaginary stakeholders into the room 4 everyone from a light designer to a brand manager to a shaadi influencer 4 and force multiple POVs.



### Decor Designer

Brings expertise in aesthetics, cultural traditions, and transforming spaces into immersive experiences.



### Stage Manager

Offers insights on technical logistics, crowd flow, and creating memorable performance moments.



### Brand Experience Strategist

Contributes perspective on storytelling, brand alignment, and creating shareable moments.



### Venue Owner

Provides practical considerations about space limitations, regulations, and infrastructure possibilities.



### Audience Member

Represents the end-user perspective on comfort, engagement, and what creates memorable experiences.

**Prompt Template: We are in a brainstorming session with: [Expert A], [Expert B], [Expert C]. Each expert should come up with 5-10 ideas from their POV on: [e.g., 'How to reinvent the traditional awards night format for Gen Z attendees.']**



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# Flip the Script with Opposite Day

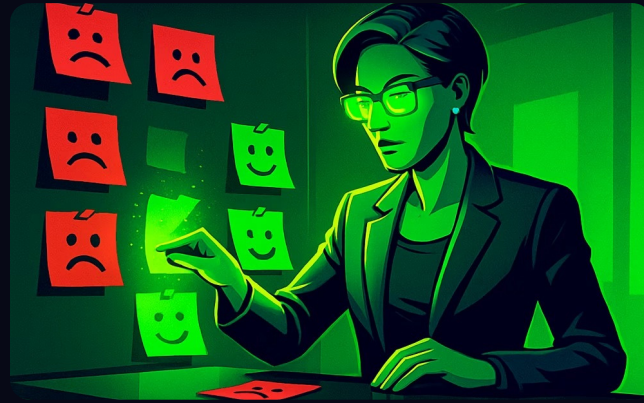
## OPPOSITE DAY 4 Flip the Script

Sometimes the fastest way to ideate killer experiences is to think about the worst ones first. Break it, then build it better.



## Identify Negatives

List ways to make guests hate your event



## Reverse Thinking

Flip each negative point



## Create Solutions

Transform into positive experiences

**Prompt Template: Give me 20 ways to make my guests \*hate\* attending my event/concert/wedding/conference. Then flip each point into a positive experience solution.**



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# The Eventpreneur Builder Approach

Perfect for designing new event IPs, businesses, or venue concepts. Build layer by layer 4 just like a modular truss structure.



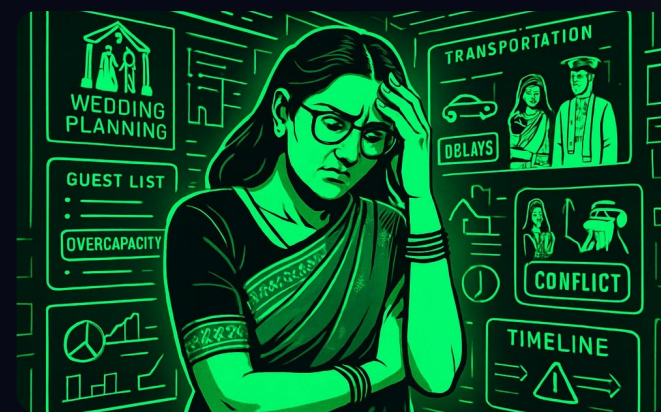
## List Booming Segments

Identify 10 booming event segments in India



## Extract Pain Points

Determine the core pain points



## Identify Challenges

Find 10 unsolved challenges in one chosen segment



## Map Solutions

Create unique, tech-enabled or creative solutions



## Shape Concepts

Develop original event concepts/IPs/experiences

**Prompt Template: List 10 challenges in Indian destination OR MICE EVENTS, then ideate event service solutions or IPs to solve them.**



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# Dial Up the Drama with Creative Words

When "good" isn't good enough 4 this prompt forces your ideas into the zone of theatrical, mind-bending innovation.



## Wildly Interactive Completely

Push boundaries with audience participation that transforms spectators into co-creators of the experience.



## Unheard-of

Break convention with concepts that challenge what attendees believe is possible at an event.



## Outrageously Immersive

Create environments where reality blurs and guests are transported into extraordinary worlds.



## Daringly Bold

Make statements that command attention and leave lasting impressions through courageous design choices.



## Never-Before- Seen

Pioneer concepts that attendees haven't experienced elsewhere, creating true "first time" moments.

**Prompt Template: Give me 10 [wildly interactive] ideas for [topic, e.g., product demos at a tech conclave].**



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# Iterative Creativity with Chain of Density

## CHAIN OF DENSITY 4 Iterative Creativity

Push your ideas further. Take one pass at a concept (say a wedding sangeet idea), spot what's missing, rework it. Do this 5 times. By the 5th iteration, you're no longer designing an event. You're creating art.



### Generate Ideas

Start by listing 5 initial ideas for your event concept. These are your foundation stones - rough but promising.



### Identify Gaps

Critically examine your ideas to find missing elements of drama, technology, cultural relevance, or audience engagement.



### Rewrite & Enhance

Incorporate what's missing to create more comprehensive and compelling event concepts with each iteration.



### Iterate Five Times

By the fifth iteration, your concept transforms from a standard event into an artistic experience that captivates and amazes.

**Prompt Template: You will generate increasingly more creative event ideas using Chain of Density.**

**Step 1: List 5 ideas for [topic].**

**Step 2: Identify missing drama, tech, culture, or engagement elements.**

**Step 3: Rewrite all ideas incorporating what's missing. Repeat for 5 iterations.**



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# Break It to Build It with First Principles

## 7. FIRST PRINCIPLES 4 Break It to Build It

Great for when you're stuck doing "what everyone else is doing." Deconstruct the core of an event experience and rebuild it from scratch.



### Core Function

Interaction, memory creation, emotion, etc.



### Mediums

What mediums can achieve this?



### Delivery Method

Most direct, delightful, disruptive way

**Prompt Template: Using First Principles thinking, brainstorm ways to revolutionize [e.g., 'award show formats for OTT companies'].**



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