

DXO COLLECTIVE

Event Vision Worksheet

A guided path from first idea to formal inquiry.



CLARITY / ALIGNMENT / POSSIBILITY

Use this worksheet to define the feeling, function, and practical needs of your event. You do not need every answer. The details you share simply help DXO prepare a more relevant, efficient, and imaginative first response.

Experience Exxtraordinary.

XOXO

Begin With the Big Picture

Start with what is known today. Approximate answers are welcome, and undecided items will become part of our discovery conversation.

01 **EVENT SNAPSHOT**

ORGANIZATION / BRAND *

PRIMARY CONTACT *

WORK EMAIL *

PHONE

EVENT NAME / WORKING TITLE

EVENT TYPE

EVENT DATE OR WINDOW

CITY / VENUE

ESTIMATED GUEST COUNT

DECISION NEEDED BY

In one or two sentences, what is the event meant to accomplish? *

What would make the event feel successful to your internal team?

A USEFUL STARTING POINT

Objectives might include launching a product, rewarding a team, moving an audience emotionally, creating shareable content, increasing dwell time, or reinforcing a brand position.

Define the Audience Experience

Entertainment is most effective when it is designed around a desired audience response, not selected as a standalone attraction.

02 AUDIENCE & OUTCOME

Who will be in the room? Include roles, demographics, VIP groups, or important stakeholders.

What should guests feel during the experience? Select all that apply.

- | | |
|--|--------------------------------------|
| ☐ Amazed | ☐ Intrigued |
| ☐ Energized | ☐ Inspired |
| ☐ Emotionally moved | ☐ Celebrated |
| ☐ Welcomed | ☐ Transported |

What should guests do, remember, or say afterward?

Are there VIPs, executives, honorees, sponsors, press, or creators whose experience requires special consideration?

03 SUCCESS SIGNALS

- | | |
|--|---|
| ☐ Audience participation | ☐ Brand-message recall |
| ☐ Applause / emotional response | ☐ Guest flow / dwell time |
| ☐ Social sharing | ☐ Executive satisfaction |
| ☐ Press or content capture | ☐ Other measurable outcome |

How will your team evaluate success?

Shape the Creative World

Give us a direction, not a finished concept. DXO can translate brand cues, references, and emotional goals into a cohesive entertainment language.

04 CREATIVE DIRECTION

Choose the qualities that best describe the desired atmosphere.

- | | | |
|------------------------------------|-------------------------------------|--------------------------------------|
| ☐ Cinematic | ☐ Modern | ☐ Mysterious |
| ☐ Editorial | ☐ Romantic | ☐ High-energy |
| ☐ Luxurious | ☐ Futuristic | ☐ Intimate |
| ☐ Immersive | ☐ Playful | ☐ Unexpected |

Describe the visual world: colors, textures, era, environment, or cultural references.

Share links to moodboards, campaigns, decks, music, or prior events.

What must feel unmistakably true to your brand or event?

What should we avoid? Include themes, colors, music, gestures, wardrobe, or creative territory that is off-limits.

CREATIVE PROTECTION

DXO uses your references to understand direction, never to copy another production. Each recommended concept is developed for the specific event, audience, venue, and brand context.

Map the Entertainment Journey

Consider where entertainment can create momentum across the full guest journey - arrival, transitions, featured moments, and the final impression.

05

FORMAT & MOMENTS

Where could performance have the greatest impact?

- ☐ Guest arrival
- ☐ Cocktail / roaming
- ☐ Opening reveal
- ☐ Stage transition
- ☐ Dinner atmosphere
- ☐ Brand or product moment
- ☐ Headline performance
- ☐ Audience interaction
- ☐ Finale
- ☐ After-party

Which performance disciplines are you currently considering?

- ☐ Dance ensemble☐ Live vocalists☐ Brand ambassadors
- ☐ Showgirls☐ Musicians☐ Magicians
- ☐ Cirque / specialty☐ DJ☐ Hosts / characters
- ☐ Aerial☐ Models / movement☐ Open to DXO recommendation

Describe any must-have moment, reveal, cue, or piece of content.

PREFERRED PERFORMANCE LENGTH

NUMBER OF PERFORMANCE MOMENTS

Should performers interact with guests, remain observational, or combine both approaches?

Are you seeking talent only, a developed act, or full creative direction and execution?

- ☐ Curated talent☐ Full entertainment direction
- ☐ Existing act☐ Not sure - advise us
- ☐ Custom act

Ground the Vision in Production

Early operational clarity helps protect the creative concept, the guest experience, and the people delivering it.

06

VENUE & TECHNICAL CONTEXT

VENUE STATUS

VENUE CONTACT

What performance areas are available? Include stage dimensions if known.

- ☐ Stage
- ☐ Sound / playback
- ☐ Loading access
- ☐ Dance floor
- ☐ LED / projection
- ☐ Power access
- ☐ Rigging points
- ☐ Backstage space
- ☐ Rehearsal access
- ☐ Lighting package
- ☐ Dressing rooms
- ☐ To be confirmed

List known technical limitations, venue rules, noise limits, flame/pyro restrictions, or curfews.

Who currently owns production management and technical coordination?

07

TIMING & ACCESS

LOAD-IN WINDOW

REHEARSAL / SOUND CHECK

GUEST ARRIVAL

EVENT END / LOAD-OUT

Prepare for a Responsible Partnership

Corporate-ready entertainment requires more than a strong concept. These details help us anticipate access, safety, guest care, and approval needs.

08 GUEST CARE, ACCESS & RISK

Identify any accessibility or sensory considerations for guests, performers, or staff.

Note any age restrictions, cultural considerations, dress standards, or conduct requirements.

- ☐ COI / insurance review
- ☐ Security coordination
- ☐ NDA / confidentiality
- ☐ Vendor onboarding
- ☐ Fire marshal approval
- ☐ Credentialing
- ☐ Background checks
- ☐ Rigging review
- ☐ Travel coordination
- ☐ Union coordination
- ☐ Music licensing guidance
- ☐ Not yet known

Are there specific insurance limits, compliance documents, or vendor portals required?

Who has final authority over creative, safety, and budget approvals?

NO PRESSURE TO HAVE EVERY ANSWER

DXO will identify which items apply after learning the concept and venue. This section simply allows us to surface dependencies earlier and reduce surprises later.

Align Scope, Investment & Decisions

A transparent planning range helps DXO recommend the right creative scale without overbuilding or under-serving the event.

09 INVESTMENT CONTEXT

Current entertainment or performance investment range

- ☐ Under \$10,000
- ☐ \$10,000-\$25,000
- ☐ \$25,000-\$50,000
- ☐ \$50,000-\$100,000
- ☐ \$100,000+
- ☐ Range not established
- ☐ Prefer to discuss

Does this range include production elements such as staging, sound, lighting, travel, costuming, or specialty equipment?

Which factors are most important when evaluating a partner? Rank or describe your priorities.

- ☐ Creative distinction
- ☐ Customization
- ☐ Reliability
- ☐ Talent caliber
- ☐ Budget alignment
- ☐ Scalability
- ☐ Speed
- ☐ Risk management

10 DECISION PATH

Who will participate in the decision or approval process?

PROPOSAL NEEDED BY

TARGET CONTRACT DATE

Are multiple concepts, budget scenarios, or formal procurement documents required?

Your Formal Inquiry Checklist

You are ready to inquire even if some details remain open. Send what you have, and DXO will help organize the next step.

11 BEFORE YOU SUBMIT

- | | |
|--|---|
| ☐ Event date or date window | ☐ Creative references |
| ☐ City / venue status | ☐ Known technical conditions |
| ☐ Guest count estimate | ☐ Investment context |
| ☐ Primary objective | ☐ Decision timeline |
| ☐ Desired audience feeling | ☐ Stakeholder list |

What is the most important question you would like DXO to answer first?

Anything else we should know before beginning?

WHAT HAPPENS NEXT

DXO reviews the inquiry for creative, logistical, and scheduling alignment. We then respond with the most useful next step - a focused discovery conversation, a request for one or two missing details, or direction toward an initial concept and scope.

Ready when you are.

DXOCOLLECTIVE.COM

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This worksheet supports early planning and does not constitute an availability hold, proposal, contract, or final production specification. Scope and feasibility are confirmed through DXO's formal inquiry and contracting process.