

Seeding Excitement!

or: How to Invite people to love your (participatory) event?

Baroch & Ben Oren-Slitz's ELS 2026 dine-around session
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Generative Question: We want people to love our events and be genuinely excited about them, but we're not interested in marketing or selling. So how do we create that underground current that makes people want to be part of it, contribute to it, and really care about what we're building together?

Participated: Louis, David, Rafael-France, Isabelle-France, Typhaine-Portugal, Okeiko-Estonia, Franz-Josef -Lichtenstein, Alex-Bellarus, Mercedes-California, Heather, Mortem

Based on stories we shared, we've extracted some common ideas or tips. We've clustered them by context.

What am I curious about the generative question above?

- How to invite from the heart, while still keeping the invitee self-reliant and responsible for his own journey?
- The stakes are high, and it has to be from the heart
- I want to regenerate soil and soul, and for this to scale, I wish to get better at inviting effectively

What worked for me and made me say "Fuck yeah!" when I was invited for an unfamiliar participatory event for the first time?

- my friends are going and I'm curious to join [even though for me it means stepping into the unknown]
- [I know that in events of this kind, you can take it for granted that] **Something is going to happen** even when you are in the line to the toilet. I don't have to know everything.
- [I know that in events of this kind, you can take it for granted that] I don't have to fight to be myself or try to fit in a box. I can just be me!!!
- I see **BM culture as a blueprint** that could support my vision and life work. So every 10 principles event is an opportunity to get that support.

- I saw **people selling their house, putting their heart and sweat for LOVE**. For creating art that mattered to them. I felt attracted to that. I wanted to experience their creations and was inspired to devote myself to my dreams of creation and generosity as well.
- Seeing people finding their creative freedom. I was sparked by that amazing creativity I saw.
- [I have felt this event] **is giving me hope in humanity**
- [as I have invested myself in a contribution for the event] I think I've invented it [this event] - and look what he/they had created there! [I was curious/FOMO to check out all the amazing art]
- Once I've said I am a temple guardian, in two minutes people that were talking with me were crying. This is the level of conversation I want everywhere in my life. [and that's the reason I'm a "yes" to every 10 principles event invitation]
- I was able to participate in a profound authentic way. [and this has me wanting to join 10 principle events again]

What worked to radiate inspiration as an inviter and made them say "Fuck yeah"?

- When I feel like this event's spirit is one of **kindness, love and joy** and **I want to give this spirit to you**
- **You share your excitement** [about the event] and each one will hear something for himself.
- People that never been to your event lack the **mind picture** of what's going to be there. Sometimes what's needed is to paint the mind picture.
- There's a difference between **in person** communications, like 1:1 conversation that mostly focus around personal experiences and personal curiosity; versus **mass / social network** communication that is mostly focused on **FOMO**
- [What worked best for me is] They came by themselves [and I did not have to invite them]
- **What is love? It's like water to the fish - invisible, you're unaware of it until you feel it!** [and then it becomes your entire world.]