

# Custom Event Creations

# MARKET RESEARCH TEMPLATE

Who exactly are we talking to?

## Generally, What Kind Of People Are We Targeting?

- Men or Women?
  - 80 women / 20 men out of 100
- Approximate Age range?
- Occupation?
- Income level?
- Geographic location?
  - Ontario Canada area

## Painful Current State

- What are they afraid of?
  - They're afraid that the event won't run as smoothly as its supposed to

'It was so clear how much care they both put into the event and made sure I was as stress-free as possible.'

  - They're afraid that the event won't be made to a high standard on time

'Their ability to work efficiently under pressure without compromising on quality was nothing short of remarkable.'
- What are they angry about? Who are they angry at?

Event creators that don't communicate: While you would never hear from some other events companies, Kenza Creations ensured every tiny detail was rightist!
- What are their top daily frustrations?
  - At this point I was so annoyed with her lack of professionalism by always being late
  - has a bad attitude, and is very rude when speaking to people
  - There were more things wrong with our venue then I could count on two hands
  - She caused us so much stress on our day that it started to ruin it.
- What are they embarrassed about?

- How does dealing with their problems make them feel about themselves? - What do other people in their world think about them as a result of these problems?
- If they were to describe their problems and frustrations to a friend over dinner, what would they say?
- What is keeping them from solving their problems now?
  - They don't want a custom event creator that's not aware of contract details 'she would constantly forget things about our day including simple things in our contracts.'
  - They want to know that if things come up during the event it will be taken care of  
'There were things that came up during the day that she took care of so that we were able to relax and enjoy our day!'

## Desirable Dream State

- If they could wave a magic wand at their life and change it immediately into whatever they want, what would it look like and feel like?
  - immaculate attention to detail
  - their services was so professional
  - exceeded all expectations of how the venue looked on the day, and how the day came together
  - he understood my vision and exactly the theme I wanted to go for based on one of his samples and him and his team delivered exactly that!
  - She coordinated every single vendor and held them accountable

- Who do they want to impress?

The guests of their event: "Our guests couldn't stop complimenting the setup"

If it's a wedding the bride and the groom's invitees: "All of the groom's friends and work colleagues from private banks and CEOs were all wowed."

Vendors: The guests and vendors had nothing but positive comments afterwards

Celebrities: Thanks to them, our event was elevated to the next level, attracting even celebrities

- How would they feel about themselves if they were living in their dream state? - What do they secretly desire most?
- If they were to describe their dreams and desires to a friend over dinner, what would they say?
  - 'I was 8.5 months pregnant on our special day and Mary Margaret took care of everything all by herself as her assistant at the time had Covid. She made our day stress free.'
  - 'She asked for my daughters vision and near the date of the event she shows u the draft of the decoration.'
  - 'They made my sisters surprise baby shower an event that was beyond her imagination. I will definately use them again for all of my family events.'

## Values, Beliefs, and Tribal Affiliations

- What do they currently believe is true about themselves and the problems they face?
- Who do they blame for their current problems and frustrations?
- Have they tried to solve the problem before and failed? Why do they think they failed in the past?
- How do they evaluate and decide if a solution is going to work or not?
  - Nothing was ever too much to ask for, and questions were always answered super fast.
  - She really cares about the quality of your events
  - She did my baby shower and baby's first birthday. Very family orientated and has a beautiful, kind personality
- What figures or brands in the industry do they respect and why?
- What character traits do they value in themselves and others?

A genuine desire to make the event as presentable as possible:

What I appreciated most was their professionalism and their genuine desire to make everything perfect.

Proactivity:

very pro-active at suggesting solutions that don't cost the earth

Someone that makes sure your event has what it needs:

They ensure you have everything you need leading up to your event

Someone that has good time management:

She really took my messy to do list and ensured everything was done, on time and beautifully.

Someone who loves what they do: she loves what she does and it's truly a form of art!

- What character traits do they despise in themselves and others?
- What trends in the market are they aware of? What do they think about these trends?
- What “tribes are they a part of? How do they signal and gain status in those tribes?

## Places To Look For Answers:

1. Your client's existing customers and testimonials
2. Your client's competitors customers and testimonials
3. Talking with anyone you personally know who matches the target
4. market
5. People oversharing their thoughts and feelings online
  - a. Youtube
    - i. (“My journey” type videos)
    - ii. Comments
  - b. IG
  - c. Facebook
  - d. Twitter
  - e. Reddit
  - f. Other Forums
  - g. Amazon.com Reviews
  - h. Yelp and Google Business/Maps Reviews

## Basic Avatar



Name:

## Background Details

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## Day in the life:

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