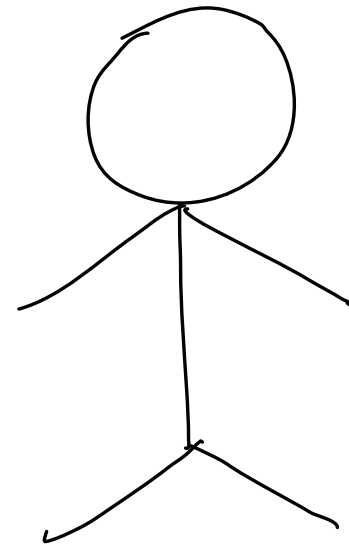


who's in the spin?

The laundromat attendants are washing socks at the laundromat and listening in on conversations about your engagement event, which was a great success. what do they hear?

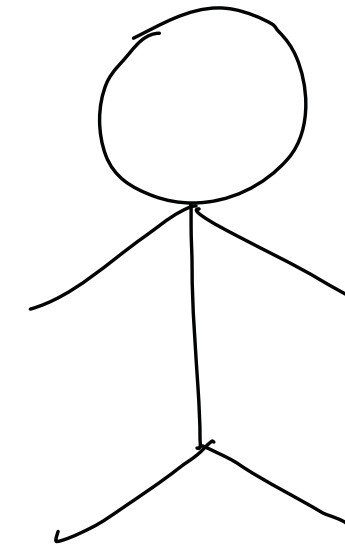
person one

(this is who you were targeting)



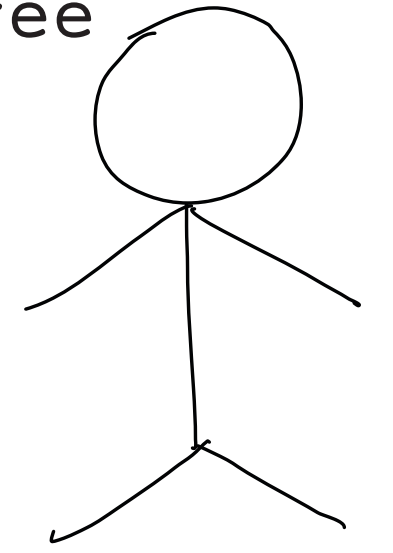
person two

(this might be a secondary audience)



person three

(this might be a 'secret' audience)



What do they say...

about why they went?

what were the catalysts?
motivations?
incentives?
sweeteners?

.....

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about the experience

what did they get out of it?
what did they do?
how did it feel?

--	--	--

about the things they learnt + remember

skills?
facts?
things about you, or themselves?

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