



Here's the high-level outline for our five favorite types of events.
For more detailed explanations, see our individual onesheets for each type.

Type of Event

Main Distinguishing Features

Conference

Minimum of 1 full day, most average 3 days
Usually a mid to large size group
Focused on 1 subject supported by other topics, 3-5 key takeaways

Mastermind

1 or several full days
Usually a small group
“Laser-focused” subject matter and peer-to-peer mentoring

Meetup

Often 1-3 hours
Usually a small to mid size group
Based on foundation of shared interest and connection

Retreat

Minimum of 1 full day, but often multiple
Usually a small, intimate group
Provide connection and time to reflect on specific project or goals

Workshop

A few hours up to a full day
Usually a small to mid size group
Focused on specific subject, 1-3 key takeaways