

UTALII CREATIVE
ENGAGEMENT DESIGN STUDIO



The Engagement Playbook

How to turn any message into an experience people remember.

Own Your Experience.

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How to turn any message into an experience people remember

By Utalii Creative, an Engagement Design Studio. Own Your Experience.

The problem nobody says out loud

You ran the workshop. You printed the posters. You held the training. And a month later, almost nothing changed.

It is not your content. It is the format.

People forget most of what they are told. They remember what they do. Yet most organizations still try to change behavior by talking at people: slides, lectures, awareness campaigns, manuals. The information is correct. The delivery is forgettable.

This guide shows you the shift that fixes it.

The one idea to take away

People do not act on what they hear. They act on what they experience.

An experience is different from a message in three ways:

- **Participation.** The person does something, they do not just receive.
- **Emotion.** They feel something, so it sticks.
- **Meaning.** They reach the insight themselves, so they own it.

When you design for those three, retention and behavior change stop being a hope and start being a result.

The Play-Way Method

This is the method Utalii uses on every project. You can use a lighter version yourself.

1. Start with the behavior, not the content.

Write down the single action you want someone to take differently. Not "understand," not "be aware of." An action. Everything is designed backwards from that.

2. Turn the lesson into a decision.

People learn from choices with consequences. Instead of telling them the right answer, build a moment where they choose, then see what happens. A game, a scenario, a simulation, a role.

3. Make the feedback immediate.

The gap between action and result should be seconds, not weeks. Points, reactions, a reveal, a score, a story branch. Immediate feedback is what makes play addictive and learning stick.

4. Add a reason to care.

Story, stakes, competition, curiosity, or connection. Emotion is the glue. A dry activity teaches less than a playful one, every time.

5. End with a reflection.

The magic is not the game, it is the conversation after it. "What just happened? Why? What will you do differently?" That is where behavior change is locked in.

Where this works

The method is the same. Only the format changes.

- **In classrooms** it becomes a learning toolkit or game.
- **In conferences** it becomes an engagement zone or a board game station.
- **In communities** it becomes a game-based intervention.
- **In workplaces** it becomes a team connection experience.
- **In digital** it becomes a gamified system.

One capability, delivered many ways.

Three real examples

CCFU, changing behavior in communities. Sensitization messages were not landing. We turned the message into a board game people wanted to play, and the conversation moved from lecturing to participating.

DCI Wellness, from a toolkit to a training programme. A mental health toolkit that opens hard conversations through play, then scaled into a Training of Trainers programme so it could reach far beyond one room.

IP in a Box, with URSB and WIPO. Intellectual property is dry and easy to ignore. We made it an interactive kit that people actually remember, localized for the market.

A 5-minute self-check

Score your next training, campaign or event, one point each:

- Does the audience make a real choice, with a consequence?
- Do they get feedback in seconds, not weeks?
- Is there a story, stakes or competition?
- Do they reach the insight themselves?
- Is there a reflection at the end?

0 to 2: you are delivering information. It will be forgotten.

3 to 4: you are close. A few tweaks will multiply your impact.

5: you are designing an experience. This is where change happens.

When you want it done for you

Designing this well takes practice and production. That is what Utalii does: we take your knowledge and turn it into games, toolkits, learning programmes and activations that people enjoy, remember and act on.

See how we can help: utaliicreative.com

Or reply to the email this guide came from and tell us what you are working on.

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