



## Open Space Innovation Challenge

### Day 1

Task: ID a problem we'd love to solve

Outcome: How to get participants to read?

### Day 2

Task: Reframe the challenge in a new way to increase chances of getting truly new ideas

Outcome: How to entice participants to consume info through curiosity and/or the unexpected?

### Day 3

Task: Brainstorm ideas on this question

Outcome: Top Ideas show below.

#### Specific ideas:

- Scavenger Hunt. After completing each screen, they receive hint of where QR codes are.
- Email subject line organizing principle. Every email has 1 limited topic & subject line states it clearly. Examples might be:
  - What to pack.
  - Start & end times for booking flights.
  - Fun stuff you must register for in advance.
- Create a “in the know” club of people who have all the info. Create a Facebook page and invite people to the “in the know” club.
- Videos instead of words.
- If they follow all the action items, they get a discount off following year registration.
- Very 1<sup>st</sup> email subject line: “15 seconds of important info”. The email tells them how to create a folder in their email with the conference title and how to make all related emails automatically go there. So when they do want the info, it’s all in 1 place.

#### Ideas that would need a little more thinking to flesh out:

- Create “Fear of Missing Out”. Here’s what you’ll miss...
- Make it personal.