

Attendee Type - Personas

Buzz Seeker

Having a sixth sense for excitement, the Buzz Seeker has a knack for knowing exactly where the most action is taking place and how to quickly get in on it. With little patience for anything dull and boring, the Buzz Seeker wants to get fully immersed in the energy of the experience. Besides riding the wave of existing buzz from hot spot to hot spot, the Buzz Seeker will not hesitate to get the party started if there is a feeling that no one else is willing to kick it up a notch.

CallupKaze

This “first-timer” is simply giddy about just being at the event. Hoping to gain face time with event leaders and influencers, speaker talent and peer specialists, as well as others from his or her own organization, the CallupKaze charges head on and headstrong into the event happenings. Most everything is seen in a positive light as the CallupKaze seeks to avoid being a “one hit wonder” and looks to make the case (to superiors) for returning again.

Contributante

Always prepared, focused and ready to add value, the Contributante embraces whatever means necessary to contribute in small but significant ways to an event. Whether it's helping set-up a room, helping hand out materials, encouraging others and passing out kudos in conversation, volunteering to do follow-up or initiating a new initiative, the upbeat Contributante seeks to be a positive influence on the collective experience of the group.

Dominator

Carpe Conventus...seize the meeting! The Dominator owns the scene. Without even trying, the Dominator's body language and adeptly timed comments communicate what's important and what is not in any given moment of an event. Whether persuasive to others or not, the Dominator clearly understands how to become a presence in the room and how to turn what unfolds in the direction he or she wants to have happen.

Doodler

The Doodler brings an artistic sensibility to any event. Whether drawing basic stick figures to pass his or her own time, jumping up from the group to create some detailed diagrams that capture “Aha” moments, or involving others to build some 2-D or 3-D model, the Doodler seeks to capture the essence of the experience in visual form. Always pleased to see a room well-supplied with arts and craft supplies, the Doodler will appropriate “found materials” if few or none are supplied.

Dulldozer

Calm, cool and collected, the Dulldozer often provides a voice of reason in a sea of zealots. While the Dulldozer's matter-of-fact demeanor and low-key approach may sometimes be misinterpreted as a lack of interest, in actuality the Dulldozer is steadfast in focusing on what's really important. So don't be fooled in any given moment into thinking the Dulldozer has dozed off; when push comes to shove, he or she knows what it takes to get things done.

Expectaholic

Don't rock the boat! The Expectaholic makes the trip each and every time the event is held and over the years has become most fond of the routine. Having grown so accustomed to the usual program proceedings, the Expectaholic never really considers what it would be like to have it any different. Knowing exactly what to expect, and more importantly, how to “work the event,” the Expectaholic isn't really looking for anything new, so don't dare change a thing.

Front Row Junkie

Punctuality is the politeness of kings and queens—and the Front Row Junkie sets the standard, always arriving early and conspicuously establishing his or her throne in the very front row. Seeing value in every aspect of the proceedings, the Front Row Junkie will not miss a moment, from the grandest plenary session to the smallest of receptions. Always prompt and completely engaged, the Front Row Junkie's attendance is a testimony to a commitment to get the greatest return on attending.

GoGologian

The Gogologian fastidiously studies the program content and designed footprint for any event. Having memorized the agenda for the meeting and/or floor plan for the show, the GoGologian proves an invaluable resource for anyone wanting insights and directions on how best to navigate the proceedings. Often, they'll leverage first-hand experience and second-hand chitchat to recommend what to take in and what to avoid.

Knomad

Seldom willing to attend anything from start to finish, the Knomad wonders the event on his or her own terms, at his or her own pace. The Knomad often enters the room after a session has begun (then sits or stands against the wall) and sneaks out to another before the one is over. Why? Because the Knomad believes there really is very little to learn from others. The Knomad can never-the-less be engaged and may listen most intently, but is intuitive and intelligent enough to quickly know if anything of value is to be had from staying put any longer.

Localnaut

Desiring to “live like a local” the Localnaut explores any meeting destination with real passion. Eager to leave the official event at the earliest opportunity to seek out the local fare, the Localnaut wants to uncover those unique places that most people are too busy to notice. At every turn, during the event and of course away from it, new adventures are always on the Localnaut’s mind.

Narcistocrat

The Narcistocrat acts like there is only one person who matters at the event. That’s right: it’s all about me. Everything about the event is judged based on its relevance to the Narcistocrat’s tastes and needs. Never mind that someone else might have other needs or hold another perspective. Drop everything and make sure you’re giving your completed and undivided attention to this all-important delegation of one—or you’re sure to get some heat about it.

Networkian

Always tethered to the “Net” and any and all forms of social media, the Networkian has all the latest and greatest communication gadgets. Knowing just how to fluidly use this technology with great skill, the Networkian seeks to make and maintain connections at all times. And count on the Networkian to willingly share this technological prowess with everyone encountered at the event.

Scribologist

Believing the palest ink is better than the best memory, the Scribologist is a note-taking wizard trying to capture every moment and every word. Armed with multicolored pens and the finest Moleskine-ware du jour, or outfitted with the latest tablet-based tools, the Scribologist seeks to maintain for posterity a complete record of any event’s happenings. Once captured, the Scribologist’s observations are either hoarded like gold or freely shared with anyone who shows the slightest interest.

Show Sweeper

Making sure they don’t miss out on anything, the Show Sweeper is content to sample everything while not really going too deep in any one element of an event. While the Show Sweeper’s approach may seem unconventional, it often yields great insight regarding the big picture. The Show Sweeper is likely to grab every brochure, diskette, or other documented material available during the course of an event, not necessarily to study any piece later in further detail, but to feel everything that can be assessed has been accessed.

Silentista

The Silentista is the strong silent type, always attentive and keenly aware of everything going on around them. Fully engaged in the event, the Silentista intensively processes every moment but simply does not share this inner dialogue with anyone else. Well, unless you ask. Ask the Silentista for his or her perspective and you are likely to hear a straightforward and honest assessment of any dimension of the event in which you probe for feedback.

Sleuth Trekker

The Sleuth Trekker takes in an event and analyzes its details in order to uncover a few key take-a-ways, especially ones that are often lost to the casual observer. Their ability to take what is seemingly tangential and find the nuggets of true insight is an enviable skill. Often these insights are valued by others if a forum is provided at the right time for the Sleuth Trekker to share his or her discoveries. But don’t try to tap into the Sleuth Trekker’s inner musings too early, as he or she likes to make connections between event elements as they unfold over time.

Soap Boxer

A microphone in the hand is worth two on the stand. The Soap Boxer always has an opinion and will take the stage to share it wherever the opportunity arises. The first to get in line or raise a hand for any question-and-answer session, and the liveliest of participants in any roundtable or other open forum, the Soap Boxer can really enhance an event with insightful comments and inquiries, or can painfully detract from the flow with unwanted grandstanding.

Spongester

The Spongester has an insatiable thirst to soak up every word, idea and experience that unfolds during the course an event—and a keen ability to long retain what transpired. No two Spongesters will necessarily navigate the event’s happenings in the same way, but each possesses an uncanny ability to long afterwards recall the highlights that matter most to themselves and to others. The Spongester usually cannot wait to share with others back in the office what they encountered at the event.

Trinketeer

One person’s tchotchke is the Trinketeer’s gold. Sure, the Trinketeer loves anything that is given away free: brochures and literature, how-to guides and presentation handouts, digital media, and most certainly, promotional products of almost any kind. But the Trinketeer can show some discretion and usually knows where to find the “very best stuff.” And make no mistake, the Trinketeer often treats these items as provocations to his or her own thinking, as well as keeps them as memorabilia for the important intelligence he or she wishes to remember long after the event.