



e4 2015 Express Cafes

EXPERIENCE DESIGN

Driving Deeper Engagement at Corporate Events

With the drive to make events more engaging than ever, event pros have been experimenting and testing different solutions and approaches with mixed results. Join Tom Kaufman and Paul Eschen, Senior Director of Marketing at MTC and Marketing Director at Maritz Travel, to discuss strategies and tactics for driving deeper levels of engagement throughout the event experience.

Notes:

- Open session submissions to all for review to see hot topics
- Define engagement: food, team building, depends on audience and purpose. Why are we meeting? Usually top down direction.
- Develop tribes and deliver content in different ways, crowd sourcing
- Ask participants what they want to learn, share
- Important topics require dynamic speakers to give them more importance
- Lightening round debates on important topics
- Shifting locations with unexpected activities, shacking it up
- Injecting philanthropy
- Challenge fitting everything in. May need to prioritize content to be sure it fits with meeting objectives.
- Relevancy to daily activities and how content will help. How to make it measure Abler? Surveys, accomplishments, activities.
- Different learning different ways. Objective isn't always about learning...can be softer to tie people together
- Intermixing groups to crossover ideas
- Telling/showing stories to be a more emersive experience
- Active polling during sessions and graphically show everyone's results
- Technology is inconsistent among presenters and attendees
- Design around guests not around the company
- Dailies offer just in time info instead of the guide

- A day in the life of a salesperson adds relatability on video
- Client videos to share their perspective
- Personify the content to build community
- Award ceremonies tend to be a time suck. Have them at the beginning or sprinkle them throughout the program. Have award winners tell their success stories.
 - Go Pros worn by winners on stage

Reinventing Food and Beverage Delivery

With F & B delivery at events revolving around standard meal halls and buffets for decades (perhaps centuries), it's time for the industry to reinvent the model! Join Therese Marzocchi Jardine, Senior Vendor Account Manager for Microsoft Events and Production Studios, to discuss how we can move to more nimble, cost effective, and palate pleasing alternatives.

Notes:

- Different meal options in different locations
- Assigning zones
- Make your own trail mix
- People skills training
- Chef on line for specialty meals is very successful
- Organic zone
- Deconstruction bar, customized
- Abandoning breakfast-delayed start time 9:00 am
- How important is breakfast have we asked?

The Inspirational Brand Experience

Event pros today are often asked to design, develop, nurture, and market branded event experiences that inspire and connect with audiences on a deeper level. Tom Pellet, Director of Meetings & Conventions for the American Academy of Family Physicians, leads this café about identifying the many elements necessary to produce a powerful and inspirational event, as well as event design and marketing to better differentiate the experience, attracting and retaining more of the right attendees in the process.

Notes:

- What is the brand experience?
- An experience not just learning.
- Often trying to fill a conference hall instead of shaping to the brand.
- Room setting... Comfort... Setting all contribute to the brand experience
- Signage... Smells and sounds

Example... Show was called the scientific assembly... But that wasn't really what we were doing. Now it is Fmx ... Family medical experience

How to have an inspirational event?

1. Have to get everyone in the organization on the same sheet of music. First align... Get Board okay directors alignment as well. Get all VPs aligned. Top down message.

What should it center around?

- Community
- Ask client what the center is
- Memorable... What are u leaving home.. Office... Family for?
- Make it an "I can't miss" event

1. First... Learning... Everything
2. Second... About the members
3. Third... around community
4. Fourth... They'll be better at their profession when they go home

- Event must be about the association... Look at total association... Make it about the total
- Your event must fundamentally different from your competition
- Social marketing is a pull through from people that is better than any paid marketing
- The name of the event can speak to a particular audience
- Bring value to every customer audience. Do a study of members beyond membership and into lifestyle... Segment into groups. Created a personas kit that explains the different groups that are attending.
- Example where persona informed decisions... Ex. Every session is taught in a certain modality based on the personas. Persona is encoded in the session list (icon) to indicate the focus and modality.
- Ran surveys to members to create personas... Got a 10% response rate

- Created self-governing MIG member interest group... 90% wanted to have meetings instead of just social gathering... Members wanted to contribute to key areas of program
- Created journey map about attendee experience.... Ensure that all negative triggers have been mitigated
- Understanding personas and journey map... Let us focus on the right place to grow the attendance at the event. What growth is created by this focus? If we cannot generate growth at event, we'll start looking for other revenue stream to replace the traveling to the event.
- Sun shine law has placed restrictions on what exhibitors can do... Made this very difficult. Dynamic of trade show is changing to try to accommodate this reality.
- In another diverse industry (authors are very different in revenue stream and mode). The only way to address a diverse audience is to diversify your offering. Diversity in education has helped. Are all segments represented? Not sure.
- Watching social media to see who their influencers are... Tagging them and having interviews. Sometimes a vocal minority can dominate decisions. Focus groups onsite use diverse pools to get info. Staff members in focus groups bring info back to the organization.
- Social and lifestyle discoveries are used to inform how to educate. All speakers go through a training course. If you want speaker experiences to be memorable... Help the, formulate really effective presentations. In separate conference rooms record the presentation. Paid for travel and training...

Fostering and Engaging Tribes

Current event design paradigms and models don't necessarily serve us well when considering how to attract and engage strong, healthy tribes at our events. Join Greg Bogue, Vice President of Maritz Travel, for this group exploration into how future events might be best designed to foster the development and engagement of great tribes.

Notes:

- How do you measure experience?
 - Social media
 - Crowdsoure impressions - up vote
 - Technology to measure emotion in real time
 - Further activity or continuing beyond organized event
- Where are we as a table in creating experience?
 - Looking towards an unconference or meet up
 - Track lounges to meet the speakers
 - Allow people to stay in room to keep talking after sessions (tend to move them out for next session)
 - Selfies with key takeaways on a board in public space
- How can we activate values?
 - Connect people around common interests (not work)
 - It's not what we do it's who we are
 - Add info to badges to kick start conversations
 - Leave your badge behind
 - Breakout on bus ride

Brief Moments of Joy

We know that memories are piqued when emotions are high, so how can event designers create brief, unexpected moments that create so much joy and excitement that guests will never forget them or the event. Join Dana Weaver, Senior Manager of Marketing Services at GROWMARK, to discuss how to conceive and design exhilarating experiences that are short-lived on-site but create lifelong memories.

Notes:

- Experience design to create brief moments of intense joy
- Tennis balls from helicopter
- NASCAR ride
- First time on Segway
- Hanalei Bay view from St Regis Princeville
- Whale watch sunset on water in Hawaii.
- E4 Bedtime Stories kabuki curtain dropped for 2nd half of party
- E4 departure lounge afterward to bridge time b4 go to airport
- Swag shop arriving to Austin
- Build a house team build and give back
- Food build kit for children
- Stop hunger now
- Disco dancing
- Charity for special Olympics
- BMW driving experience
- Swimming w Dolphins
- Light paddles with pong game on screen in general session
- Fisher house
- E4 Indy loading dock w bus met by biker thug
- E4 on Mardi Gras float then marching band progressive event w more escort unexpected.
- Build a bar come up w signature drink marketing jingle
- Extend memory w shirt as reminder "scrabble st Thomas"
- Try doing an Experience design lab
- No general session 1st at meeting. Make first session about you, the attendee.
- Speaker that touches your heart
- Speed dating relationship building
- Ppl may forget what you say but will not forget how you made them feel
- Dear World photographer art hits the heart
- Touch points of attendee for conference from anticipating to extending. Creating moments that impact guest experience.
- How to recover from misstep can take negative into positive.
- Ritz Carlton book ideas for unexpected surprise gift
- Social media hotels looking at tweets restaurants looking at this
- Or eliminating moments of anxiety
- Incentive trip - Letting hotel know your name badge shows ppl who won award. Get staff to say congratulations.

Integrating Wellness into Events

With an ever-increasing awareness of wellness and its positive impact on human performance, event designers are adopting next practices that promote health and wellness. Kristen Roget, Strategic Account Manager for Experient, hosts this conversation about the consideration factors and tactics of integrating wellness into events.

Notes:

- Practice what we preach. Healthy breaks and snacks. How do we do that?
- Some efforts are not well received working with venues to get healthy menus at similar costs.
- Often becomes bottom of list because healthy options are more expensive.
- Introduced wellness into program this year (Haliburton). Well received. Great sense of humor helped spur acceptance of wellness activities, etc.
- Top down acceptance helps...trickles down to others.
- Wellness efforts are everywhere now...can't be ignored.
- Meetings...take attendees "home away from home".
- Know your audience and when to implement wellness options (when during the day, what options will be accepted, etc.).
- Potential options: stretching, squats, fit in 15...DVD of walking video and people join in (impromptu participation), food...put calorie count per serving, chefs may be willing to get more creative...whole grains, cauliflower mash vs. mashed potatoes, small fruits, Mix sweet with a veggie platter option.
- Stress why the healthier options are being offered, but you still need to know your audience to appropriately plan activities/meals. Example...running...have different groups...fast runners, slow runners, walkers. Use the surrounding areas to your advantage to add variety (yoga at the golf course, run/walk around the lake, etc.).
- Make sure there is time in the session schedule to fit these wellness activities in (changing clothes, showers, etc.).
- Consider competition to be the driver. Activity points (offer a range of activities).
- How do you manage that...is the mobile app an option? Hold a photo contest...take picture of healthy lunch plate, have speaker sign off on Zumba session attendance, etc.
- Evening socials...have dance instructors on dance floor to encourage participation, have area hidden away to practice for those not comfortable in front of everyone, etc.) Provide juice bars in addition to alcohol bars for those who do not drink alcohol...provide more options than soda, water, tea.
- Pull in attendees with interest/experience in areas to assist with leading wellness activities. Prep them that they will not be instructing in a typical space. Go to local PE teachers who are used to adapting to teaching in spaces such as ballrooms, meeting rooms, etc. SHAPE America is a good

resource for local health and PE teachers...contact local state AAHPERD/SHAPE organization. Body Works is good for chair massages.

- Waivers...have attendees sign waivers to participate in the wellness program.
- Provide a well-being map (where meditation room is, etc.).
- Consult top 10 List of what people are most allergic to. Add signs regarding what meals do/do not contain (gluten free, non-dairy, etc.).
- Meal portions...have hotel provide smaller sweets (small cookies, small bite-size brownies, etc.).
- Netwalking-meeting while walking - there's a website
- Providing choices
- End of day fitness vs early morning
- Options that work in conference attire
- Meditation room for mental break
- 3 routes for fun run for different skill/paces with staggered times so end time still same
- Branded map for run/walk mileage
- Nutritionist consult for menu selection
- Minimize processed
- Health check screening in foyer- BP, mole check- sponsored
- Portion size plate with logo for buffet
- Gaming with Fitbit - teams, fitness points for redemption
- Partner with local gym for instructor
- Massage sponsored but have to get ticket from sponsor elsewhere
- Make it one of your breakouts
- Ask attendees what their skill/talent is and ask them to volunteer to lead or be part of a group
- Creative spaces
- Stand up areas high boys like stand up desks
- Walk a dog activity instead of fun run - sponsored leash- combo of fitness , mental wellbeing and community service with local pet shelter

Bringing Elusive Products to Life

Many corporate event professionals are faced with the creative challenge of showcasing products that aren't necessarily easy to demonstrate in an event or tradeshow setting. Brian Shenk, Regional Marketing Director (North America) for Marine and Protective Coatings at Sherwin Williams, leads this conversation designed to elicit ideas about addressing the challenge of creatively bringing abstract products to life at events.

Notes:

New product innovation meeting- annually in November

Challenges are how to showcase product that's hard to convey without doing

- workboat annual trades how
- models of product
- creative ideas- build a cardboard boat and spray it

Going Local

As event guests increasingly seek authenticity in and from the destinations they visit, event pros are sourcing everything from amenities to zoos, including; F&B, speakers, affinity organizations, and cultural experiences that express the unique appeal of the locale. Join Cynthia Hornketh, Vice President of Experience Design for Experient, for this discussion of practices and ideas for going local at your events.

Notes:

- Recreation that focuses on the city
- Increase the fees to cover the cost
- Hard to extend the stay
- Keep people off the bus
- Local 'animals' and characters
- Meet in corporate offices ...start up companies. Incorporate interviews that complement the message
- Local entertainers
- Philanthropy- give choice, measure impact talk about results.
- The greater impact on the local community. Figure out a way to measure
- Trinkets and souvenirs
- Promote the local celebrity- don't miss sharing the celebrity
- A game or experience from a popular place integrated into a learning format (chicken s&t bingo in Austin)
- Field sessions (trip) - related to topic but also incorporating some 'entertainment'. Additional fee. Landscapers ...trip to Wrigley field to check out the turf. Drawing tour of the city.
- Zappos tour. Business model
- Photo gallery. Or calendar featuring the city
- Hawaii sand/storytelling ritual turned souvenir
- Bring in 'regular' locals. Plant them around space where the can simply chat

Cool Solutions: Share and Learn (association)

Universally, meeting pros like to see and hear about what others are doing to update their events and engage audiences on a deeper level. Tom Kaufman, Senior Director of Marketing for Maritz Travel, hosts this session, inviting all association guests to share their recent innovations, both successful and failed.

Notes:

- Tribes: breaking attendees down into smaller groups
- Group by personas, getting like people together
- Location based theme throughout, music, food
- Reg area music creates a meetup spot, different lighting, first impressions
- Switching reg area to information area
- Comfy furniture at the front of the room, sponsored and incentivized
- Have sports games on, people love it, enjoy as an audience together
- Social media
 - Streaming video that's sponsored
 - Dashboard showing live tweets, even in hotel bar
 - Photo contest, photos of traveling to the show
 - Flat Stanley/gnome
 - Selfies with top leadership or top exhibitors
 - 6 things to do to win an iwatch
- First impression is travel, have a greeter or an info table
- Last impression is critical, have the board thanking them as they depart
- Personalization: room drops, build your own bag, custom itinerary, choose your own adventure - hobbies, activities, delivering badge or book to you, handout bags with unique gifts
- Confessional booth, voice of attendee, speakers corner, sticky note board
- Creating more emotion
- Charities create engagement

Cool Solutions: Share and Learn (corporate)

Universally, meeting professionals like to see and hear about what others are doing to update their events and engage audiences on a deeper level. Janet Weiner, Strategic Account Manager for Maritz Travel, hosts this session, inviting all corporate guests to share their recent innovations, both successful and failed.

Notes:

- Matthew wants relationship building with team building. He operates a lot of intl programs
- In to adventure for foreign program
- Younger demographics plus the long time attendees
- Intl 120-140
- Domestic-200. With guests

- Suggested charity tie in
- Tie in philanthropy with business objectives-If only is the company marital uses
- New ways to personalize a program- pick a cd in advance. Playing when u walk in room
- Pick music asking by questions in advance.
- Name badges with interest etc. to strike a conversation
- It's the little things. -discussed several.
- Choice of music book or movie for intl flights plus sleeping option
- Spouse activity. Jewelry that pieces are in a bag and they make them
- Room gifts. Trend to marketplace not room delivery

Third Party Providers: The Missing Link?

Third party services providers, including InGo, Living Social, and a host of others can help improve the event experience for guests by providing efficiencies or adjacent activities. Join Brian Strickland, Director of Strategic Account Management at Experient, to discuss when and how to include third party service providers at the events we stage.

Notes:

- How do we make the experience better? What can we control and offer better experiences outside the convention center. How do you not control and still make revenue. You want to give the value to the attendee. The advantage of using a company like living social to leverage opportunities for city partnering for conventions and trade shows.
- What do these integrations mean? It's to show we can grow the conference space. SXSW used to be a blogger conference. Now it exploded based on gorilla viral marketing.
- This becomes an opportunity for brand marketing.
- Move to the environment of inclusionary
- We make a lot of emotional decisions in the meeting planning world. They are leveraging data in a terrible way.
- Google humanization of data.
- How can we make better decisions together with data that already exists?
- Skoop in Austin is a new company that allows you to understand the community you are visiting and it's all about events.
- Downside is a customer service issue
- Poor perception from attendees
- ICW issues with competition
- Is the role of the organizer changing?

Public/Enthusiast Events

We know that humans long for inspiration, connection and togetherness – so what happens when a few thousand people who are enthusiastic about something come together in a mobile social world? If they are engaged, they will contribute to the experience and guide its future design. Join Bill Barclay, Vice President of Sports and Enthusiast Markets for Experient, to discuss engaging fans in a mobile social world and how it benefits your event's future.

Notes:

- What is the first app you loaded on your phone?
- What is the first thing your phone did that blew your mind?
- Easy fast way to get info at your fingertips. No matter what you need to know you can find it.
- Shopping - the ability to find anything and be able to purchase it and shipped to you.
- Google sky
- Shaman
- Who used engage and what did you do?
 - Looked at schedule
 - What to wear
 - Went paperless - all I need is in the app
 - Getting more comfortable with the technology and the technology changed.
 - Are you using it daily?
 - Yes - to find out schedule, times, meals, locations
 - My Schedule - not using as much, not user friendly and confusing. Too overwhelming with other calendars.
 - Engage - can it be like waze and allow attendee to provide feedback live that can be consumed by others on the app.
- How do you get the adoption from the participants? Draw the person who needs info and is already going into the app. Don't create and promote.
- What else are/can we do with apps to attract the audience?
- Marathons
- Get stats on running and how you compare to other demographic groups.
- Non participants: what to do, check points and when you can see your runner and cross the finish line, locations to area
- Enthusiasts
- Voting on best in group
- Match times
- Live stats

What if...

- Parents could get live stats at youth tournament events even if delivered through social network

- Fans of runners at marathons could see an estimated arrival time at checkpoints based on the map and displayed as concentric circles at the checkpoint.... Showing what u could walk to before the runner will arrive
 - Attendees could add landmarks at events that others should visit by sharing picture and location so others can locate it.
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- Is education and traditional learning changing?
 - Utilize social listening.