



The Future of Meetings

Think about the most memorable
learning experience you *ever* had

What made it so?

Think about the most memorable
learning experience you *ever* had
at a meeting

What made it so?

Design is a plan for arranging elements in such a way as best to accomplish a particular purpose.

Charles Eames

To say that something is
designed means it has intentions
that go beyond its function.
Otherwise it's just planning.

Ayse Birsal

A designer is a planner with an
aesthetic sense.

Bruno Munari

Design is intelligence made
visible.

Alina Wheeler

Designing a product is designing a relationship.

Steve Rogers

Content precedes design. Design in the absence of content is not design, it's decoration.

Jeffrey Zeldman

Technology over technique
produces emotionless design.

Daniel Mall

The alternative to good design is bad design, not no design at all. *Everyone makes design decisions all the time without realizing it...and good design is simply the result of making these decisions consciously...*

Douglas Martin

Practice safe design.

Use a concept.

Petrula Vrontikis

When you hear the term
'meeting design'
what words do you think of?

mē'tǐng dǐ-zīn'

“The purposeful shaping of the *form* and *content* of a meeting to deliver on crucial organizational objectives.”

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paradigm shift

tactical – strategic

f2f – hybrid

attendee – participant

speaker-centric – learner-centric

formal learning – informal learning

ROI – ROE

one-time – continuous

the research

“The greatest needs for meeting improvement relates to the planning and delivery of content that leaves attendees motivated and inspired.”

the research

- Meetings should be planned around clearly identified problems
- Meetings should be viewed as learning experiences
- The agenda, pace of the meeting, amount of content, delivery methods, and degree of relevance are critical factors that must be carefully planned
- Meeting professionals play an instrumental role in addressing areas that need to be improved

the research

Meeting professionals must:

- Increase their knowledge of how to institute organizational change
- Expand their role beyond meeting logistics to include desired outcomes, content strategy, and use of appropriate delivery formats
- Coach others who have significant roles in the learning process of meetings

the research

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...more strategic than meeting planning.

You start out with the results you are trying to achieve.

Then align all the elements in such a way as to best accomplish your results.

...effects all the elements that go into a meeting

...the experience is the design

...it makes for better meetings

the (preliminary) research

- Meeting design is synonymous with objectives
- Objectives are rarely identified*
 - No objectives = no ROI/ROE
- Content is (still) critical
 - Lack of understanding content strategies, delivery formats, etc. Also, human psychology, motivation, neuroscience, etc.
- Environment is (more) critical
 - Ceiling effect on what's possible
 - Sensory-stimulating, emotionally engaging
 - Conducive to informal learning

the (preliminary) research

- Lack of models and techniques used for meeting design
- Change will be unsustainable until use of objectives becomes standard practice
- Limited KSAs marginalizes meeting professionals
 - Downward wage pressure, smart technology

Summary Report for: 13-1121.00 - Meeting and Convention Planners

O*Net Online (Occupation Network – Department of Labor)

Coordinate activities of staff and convention personnel to make arrangements for group meetings and conventions.

Sample of reported job titles: Convention Services Manager (CSM), Conference Planning Manager, Conference Services Manager, Events Manager, Conference Planner, Director of Conference Services, Conference Manager

Based on Tasks, Tools & Technology Used, Knowledge, Skills, Abilities, Work Activities, Work Styles, Work Values

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Related Occupations:

29-2081.00 [Opticians, Dispensing](#)

35-1012.00 [First-Line Supervisors/Managers of Food Preparation and Serving Workers](#)

35-9031.00 [Hosts and Hostesses, Restaurant, Lounge, and Coffee Shop](#)

39-1021.00 [First-Line Supervisors/Managers of Personal Service Workers](#)

39-9032.00 [Recreation Workers](#)

models & methodologies



*converting need into demand
empathy...creativity...rationality*

*The Experience
Economy*



*Work Is Theatre &
Every Business a Stage*

B. JOSEPH PINE II
JAMES H. GILMORE

Progression of Economic Value



Progression of Economic Value



Principle of Assessment & Evaluation

Principle of Meaningful Engagement

Principle of Distributed Learning

Principle of Collaboration

Principle of Experience

The Invisible Exhibitor

What Your Exhibitors Aren't Telling You
(and Why That Matters for the Future of Your Show)

The Invisible Attendee

What Your Attendees Are Thinking
(and Why You Should Care)

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IMEX-America's
Expo Experience Design Excursion
Wednesday & Thursday
8:30 am
Sands Foyer, Level 2
Top of the escalators
[front entrance]
limited to 20 people

Questions

*Pitanja otázky spørsmål
kysymykset Fragen ερωτήσεις
domande 質問 Klausimai spørsmål
pytania questões întrebări
вопросы питања preguntas
frågor คำถาม sorular питањња*

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