

4 STEPS TO FULLY IMMERSIVE MEETING DESIGN: A VISUAL JOURNEY

WHAT IN THE WORLD IS IMMERSIVE MEETING DESIGN?

According to OCTO's Book of Meeting Planning*...

MEETING IMMERSION

[mee-ting ih-mur-zhuhn, -shuhn]

noun

1. The state of being deeply engaged, involved and absorbed in a meeting.
2. The primary challenge of corporate meeting planners.
3. The experience planners want ALL meeting attendees to have

*"OCTO" is our agency mascot who embodies our company spirit, mantra and goals!

Following is our 4-STEP approach to how we transform meetings & events into exciting, fully integrated multisensory experiences that engage, educate and entertain attendees, accomplish corporate goals and generate ROI.

STEP 1 BEGIN BY LISTENING

Look Back at Last Year's Event Before Going Forward

- What happened and did the meeting unfold as planned?
- What did attendees say about the meeting?
- What did senior management say about the meeting?
- What did your vendor partners say about the meeting?
- What did we do well?
- What could we do better?
- What vendor partners excelled?
- Did we generate a positive return on investment?

This Meeting's Management & Attendee Dictates

- What type of meeting are we planning?
- Do we have a destination city and location?
- What are managements-goals for this specific event?
- What does the rank and file want to accomplish at this meeting?
- What are our planning budgets, by category?
- What can we invest in design & creative development?

Practice Ongoing Pre / During / Post-Meeting Team Communications

- Activate work-in-progress internal team reporting
- Manage Proactive 360 Degrees Vendor Communications
- Direct Milestone Monitoring and Communications
- Engage all stakeholders early in the planning process

STEP 2 A PLAN TO CONCEIVE EXCELLENCE

Craft a Comprehensive Meeting Design Creative Brief:

- A comprehensive meeting planning & design document
- Your blueprint for meeting design & execution excellence
- Build it with all meeting stakeholders' input
- A working, flexible, step-by-step roadmap to design success
- Define clear and concise meeting design goals

Assemble the Meeting Design A-Team:

- Recruit and engage your internal meeting team associates
- Identify & engage senior management
- Select your destination city to engage city planners and / or destination CVB's
- Choose and engage all of your primary 3rd party planning agencies and vendors
- Identify and select all of your secondary 3rd party vendors
- Prep and submit the RFP's to all vendors

Winning meeting design: Combining invested stakeholders & daring strategy

- Driven by your talented, experienced meeting professionals team
- Location...Location...Location...Engage the Venue...EARLY!
- All are guided by a well-made creative brief
- There are multiple routes to winning meeting themes
- With diligence, daring and imagination, "AHA Moments" do happen!
- The meeting "brand" can evolve naturally from a goal-driven theme
- The creative envelope expresses the meeting brand ubiquitously
- A realized meeting design concept should feel relevant and authentic
- Strive to produce deeper meaning, insights and innovation
- Employing storytelling...well told!

STEP 3 DESIGN IDEAS WELL-CONSTRUCTED

A Design Team in Synergy Can Create MEETINGS MAGIC

- An exceptional team that works in synergy, brainstormers and co-creates.
- Planners + Creatives + Producers + Suppliers + Cities + Venues as a UNIT.
- Great design will transform a meeting into a transcendent experience
- We must strive to: Focus, Compel, Engage, Inspire, Motivate, Empower & Transform attendees
- The creative recipe = Whimsy + Surprise + Personalities + Story-telling + Knowledge + Interactivity + tech stuff
- An immersive world captivates and transforms attendees = Build It and They Will Come!
- Integrate multi-sensory experiences = sight + sound + touch + smell + taste!
- Employ start-to-finish planner oversight + superior quality control
- The show must...GO ON, i.e., On time and On-budget!

Design Routes to 99.9% Meeting Attendee Immersion

- Make the production audience-centered, multi-sensory, layered & transformative
- Develop & inject activities that promote active listening & passionate participation
- Infuse active attendee engagement...to stimulate action now and post-meeting
- Infuse symbols & repetitive motifs that resonate now & will be remembered after
- Make meeting apps user-friendly...and fun, too!
- WHATECH? Combine elements of A/V + AI + VR + Mobile + Social
- Challenge destinations for unique ideas and plan for them to play an integral role
- Deploy non-traditional meeting room, seating, lighting and presentation formats
- Set agendas are a must, but leave room for surprises
- Present speakers that WAKE 'EM UP & leave 'em WANTING MORE!
- Adding elements of gamification generates focus and engagement
- Encourage 2-way verbal exchange in sessions that leave the comfort zone

STEP 4 POST-MEETING EVALUATION... DID WE WIN?

Investment in Meeting Design + Superb Execution Wins...Again and Again!

- The Attendee Applause is Still Ringing... So What Just Happened?
- What Were Your Meeting Best Laid Design Plans?
- Post-Meeting feedback from all participants is essential!
- What role did meeting design play in the event's success?
- Are attendees still talking about their meeting experience...months later?
- Did your meeting immersion tactics generate positive post-meeting outcomes?
- What did we learn that we can bank for our next event?
- Complete your meeting design score card.
- Survey the attendees before next meeting and communicate results?

INTRODUCING

KEENAN CREATIVE FORCES

EXPERTS IN MEETING DESIGN

We hope you found our "4 Steps to Immersive Meetings" tips useful! Much has been written about meeting design and it will continue to be of primary focus for planners & suppliers alike.

Meeting planning really begins with design, but as you know, there's no "secret sauce" or industry bible for meeting design. It's a complicated, arduous process that requires intelligent, methodical advance planning, a unique vision and creative approach to every event, synergistic vendor partners, flawless execution... and a bit of luck!

We know, because we've been engaged in meeting design for more than 20 years. Give us a call before you begin your next meeting or event project.

ABOUT KEENAN CREATIVE FORCES:

- A talented, highly diverse, design-focused marketing & creative services agency.
- Specializing in meeting and event design, planning and execution.
- Working with Fortune 1000 corporate meeting / event planning teams
- We develop the meeting theme or "brand", then build the "creative envelope"
- Turnkey meeting & event planning and execution or we can create "a la carte"
- Working small 25-100 person sessions to mega-meetings with thousands of attendees.
- Our clients include AT&T (20+ years), The Home Depot, International Paper et al..
- A proud woman-owned & operated co. and member of NWBOC / Certified WBE
- A member of MPI, active in the Greater New York and New Jersey Chapters.
- A member of the American Marketing Association (AMA)
- For info and samples of our work visit: <http://www.keenancreativeforces.com/>
- OR call us @ 908-475-1995 or 845-544-2197