IAC17 Information xChange Session

Innovation: Experience Design

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John Folks:
We had no idea the impact of 9/11 would have on our business - events started shrinking. We HAD to innovate and change our business model in order to succeed in a new environment and move the client’s business objectives forward.

Result: Change of Scope...
Started asking ourselves: How are we serving our constituents?
- How can we help companies design business meetings directly targeted to helping their clients achieve their business goals and objectives?

Designing a meeting that meets everyone’s goals…what you need to keep top of mind:
- Addressing budgets constrains
- Applying new technology
- Keeping up with the competition
- Multi-generational audience - How do we deliver relevant content that reaches everyone?
  - Our attendees expect more
  - They require us to think differently and bring more value to the way we meet and connect
  - Drive more value by designing relevant meetings & events - CUSTOMIZATION = KNOW YOUR ATTENDEES
Customization of the audience experience: Start looking at the event, not from a general standpoint, but more so from every angle - break down the event into different segments!

- **ETM:** Experiential Touchpoint Mapping
  - Identify every touchpoint: every opportunity you will have to engage and customize – i.e., what does it look like for my international attendees, my planners vs hoteliers, my sales team, my leadership team, etc.
    - Target and amplify what’s most important to the audience
    - Energize the most value: Understand what’s driving the event and start to build on that
    - Communicate that goal: Take the map and then apply the visuals

**THE 6 TOP TRENDS:**

1. **Content Delivery:**
   - Adults learn best when learning types are blended - more sensors are engaged
     - You offer bite-size education: Short, more concentrated content - most adults will pay attention no more than 20 minutes
     - Their brains have time off – give an opportunity for ppl to process
     - We give people time to talk and discuss content
     - All of their senses are engaged

**TAKEAWAYS:**
   - Monarch Beach: They actively seek out ways on how to create that relaxed, soothing feeling around the resort by incorporating mini spa experiences throughout the property...amenities, scents in the lobby, music, etc. For groups, they offer their mediation studio as part of the breakouts.
   - **Applying Technology:** Hosts are finding themselves more comfortable with live tweeting – It’s not distracting, but actually it’s rather engaging and the audience loves it.
   - **Tip for Planners:**
     - Align the hotel with your meeting goals so they can help you come up with ways to deliver your message in a creative and unique way (i.e. unique menus, suggest fun venues, room set-up, room drops, etc.).
   - **Tips for Hotels:**
     - Increase your bandwidth
     - “Think like a Planner” and arm yourself with new equipment (Unique furniture, LED Screens, etc.) that will help your meeting planners spend less on “extras” and allow them to spend more at your properties (F&B, Spa, Activities, etc...)

2. **Creating Immersive Environments:**
   - Adults retain 80% of what we experience
   - We retain 70% of what we discuss
   - Dealing with a jaded audience: Create a different scenery and give a different visual (e.g.: create a grassy knoll and infuse it with scents of cut grass! Genius!)
   - **Use Technology and A/V to Enliven the Senses**
     - Music: Light classical music promotes collaboration and make decisions
     - Lighting: Color has an impact on what people learn (e.g.: red creates more energy and blue creates more concentration)
• Sense of smell: Lemon/peppermint helps with concentration. Lavender is a stress reliever and promotes relaxation.
• Virtual Reality: Brings a message to life and helps people retain knowledge
• Holograms: Use on the main stage and/or in breakout rooms. (eg: bring in virtual reality incorporated in a GS and witness live Q&A with your CEO. Virtual site inspections, practice surgery on a virtual body vs live...) From a CEO’s perspective, you can share the info and trickle it down via hologram and interact with speakers on the stage.
• Other tech tools that promote fun engagement: using a tech box mic for Q&A
• Augmented Reality:
  • Printed Material – have something in the handouts that has the Presidents message – change daily
  • Signage: Leader incorporates a message in the program’s signage (pop-up video)
  • Incorporate in program presentation: Promote the next destination by adding a pop up video
• This is not so costly since it’s material they incorporate NOW – it just requires the time to prepare.
• 3D Projection Mapping: at receptions help the event come to life
• Use geniecstr – (eg: hire Richard Branson for 10K by teleconferencing him onto your meeting vs paying to have a live appearance)

TAKEAWAYS:
• Tip for Planners from YPO:
  • Seek out sponsors that would be interested in the exposure you would offer to help you offset costs
  • Be prepared in years to come for tech pricing to be more reasonably priced - it’s the future
  • Think about your overall spend and analyze what you currently use and what you can enhance to improve everyone’s visual experience
• John Rubsamen: Worked with local communities to bring in local artists and have multimedia experiences throughout each day of the conference
• Kristen Spriggs: Created a ZEN-Den as part of a break in a small space that accommodated no more than 15 guests. This initiative got so popular that she had to add a meeting room in order to accommodate the demand during her program. The room was kept intimate, but it included healthy snacks, meditation area, low lighting, back & neck massages, etc. Kristen is on top of her game in reference to this topic and can provide even more ideas!
• Pebble Beach: Bought their own LED screens, loveseat seating and personal video monitors since they know that is what their clients are looking for
3. Building a Community:
   - Environment: Think about how you will “set-up” your meeting room in order to change things up!
   - Use Braindater as tool or a platform: Tapping into a new way of communicating and connecting, allows you to fill out the program’s info online and then matches you up to people with similar interests.
     - Braindates help you align your objectives and find common ground
     - Helps you integrate some of your other platforms like linkedin from your app
   - HOT TIP: Attend “C2 Montreal” if you can – co-sponsored by cirque de soleil – it is a great conference – very cutting edge
   - Apps are invaluable to incorporate to your conference – keeps everyone informed and engaged
   - Add monitors showcasing the different meetings that are taking place

TAKEAWAYS:
   - Speed dating/ speed networking event (e.g.: mix elders and young ones and make a connection between the two)
   - Add a mentoring program between your first time and senior attendees to your app
   - Incorporate teambuilding for incentives and helps with networking
   - Bring in a non-profit component to create a sense of community

4. Social Media:
   - Social walls and live sharing. People are using FaceTime, LinkedIn, apps, etc. to market events and themselves.
   - Utilize livestreaming and help your budget
     - Live streaming example & best practice: Upload video to website/free for attendees – do not sell data – speakers sign waivers
     - Connect differently and expand your reach. Have CEO viewing parties where he or she give live presentations online, for example. Allows us to provide “on demand” content. Opens up sponsorship opportunity.
   - How do you deal with confidentiality? You get your speakers and, in certain cases, the attendees to sign waivers.

TAKEAWAYS:
   - App: use it for live polling - more interactive (eg: judge your speaker live)
   - Virtual reality: Hotel bought tripod and go-pro and produced some “hotel material”. Ask your hotels what kind of equipment they have onsite and see if you can use/rent it.
   - Use the goggles as the virtual tool – get them sponsored, if possible

5. Wellness & Mindfulness:
   - Unplug and disconnect from work/daily routine life
   - Infuse yoga and meditation to your meetings – allows greater focus on content
   - People are more receptive to information when they can be centrally focused
   - PCMA: Living 360 Program. With the idea that we are still human beings when we travel, they incorporate a wellness corner.
   - How do you monetize wellness?
     - Monarch: Incorporates Miraval Spa products and experience wherever possible....Amenities, menus, etc.
TAKEAWAYS:
- Monarch Beach: Offers mediation studio for meeting breakouts
- Technology: Hosts are more comfortable with live tweeting these days— not distracting but actually engaging the audience
- Design your program on the fly. Ask your constituents - what do you want to listen to? What do you want to learn?
- Breakout sessions: Give a 90 second overview post session
- Renting out SoulCycle prior to starting the meeting
- Best practice - DRI for life. Make it more about enjoying life while working – incorporate yoga, runs, Pilates and get ppl excited.
- Kaiser – to THRIVE is their brand’s mission. During programs, they lead with daily one min meditations, thrive walks, and AM yoga with fitness director - everyone participates!
- MGM – Wellness Meetings. They have meeting space, guestrooms and F &B offerings dedicated only to wellness.
- Bacara – Incorporates mindful menus
- ALHI – We are constantly looking into different/unique ways to engage our customers. SoulCycle/Wellness Private Client Connection was a huge hit!
- Incorporate a pedometer so people can track the steps during your program
- Create a theme and promote wearing yoga pants or workout gear during one of the days

6. Data Analytics:
- Great new ways of communicating data (eg: apps, beacon tech, mobile polling, real time feedback, attendee analytics)
  - Smart wristbands exist - they sense audience moods/energy/levels of engagement and influence analytics
- Who is using them now and how do we handle privacy, liability issues, etc?
  - Waivers, communication, line up your goals with your attendees so they know what to expect

TAKEAWAYS:
- Example of live polling for breakouts: based on results, they decided which ppl would go to which breakout
- Beacon Tech: Use tech around your resort to keep up with maintenance levels of your public areas
- Social media: During your program, use live streaming during the group activities and get people engaged and excited on the results
- Terrane live streams and showcases live concerts during summer months - partners with companies to sponsor these initiatives.