INNOVATION
Diane Nelson
Chief Services Officer
Young Presidents' Organization

John Folks
President & Principal
Minding Your Business, Inc.

Ashly Balding
Executive Vice President
Associated Luxury Hotels International
Session Goals

1. Explore current trends in meeting design
2. Discuss innovative and meaningful ways to enhance the overall attendee experience
3. Facilitate an idea-share and collect for future reference
Designing a meeting that meets everyone’s goals is more difficult today

...Budget Constraints
...Technology
...Competition
...3&4G Audiences
...Rising Expectations

Requiring that we design a more valuable, compelling experience
Customization
Customizing the Attendee Experience

Pre-Event

Day 1

Day 2

Day 3

Post-Event

Registration Area
Event App
Signage
Marketplace/Cyber Cafe
In-Room Welcome Call
Opening Reception/Social
Room Gift
Opening Session
Pre-Function Area
Experiential Networking Break
Stay Connected!

Registration
Message Push Through App
Social
Lunch
Breakout Sessions
Lunch
Closing Session
Event Evaluation

Pre-Function Area
General Session
Experiential Networking Break
Breakout Sessions
Trends

1. Content Delivery
2. Immersive Environments
3. Building Community
4. Social Media Integration
5. Wellness and Mindfulness
6. Data Analytics
1. Content Delivery

Adults learn best when...

• Learning types are blended
• Learning modules are shorter
• Brains have time off
• All senses are engaged
2. Immersive Environments

Adults retain:
- 80% of what we experience
- 70% of what we discuss with others
- 50% of what we see and hear
- 30% of what we see
- 20% of what we hear
2. Immersive Environments

Technology

Virtual Reality
Augmented Reality
Holograms

3D Projection Mapping
Immersive Telepresence
3. Building Community

Braindater
RFID technology

Beacons
Wearable technology
4. Social Media

Social walls and live sharing
Gamification
Live streaming video
5. Wellness and Mindfulness
6. Data Analytics

Mobile event apps
Beacon technology
Mobile polling and surveys
Measurement of dwell times
Social media sentiment analysis
Attendee influence analytics
Attendee “smart” wristbands
SMALL GROUP DISCUSSIONS

Consider these questions:

A. What have you done/considering? Worked or hasn’t. Examples!
B. What would you implement/try if you had no constraints?
C. What are some new ideas you’ve heard about?
D. What can hotels/facilities do to support?

1. Content Delivery – Session format, seating, technology
2. Immersive Environments – multi-sensory elements, technology
3. Building Community – deliberate connects, space & agenda design
4. Social Media Integration – deeper engagement, marketing
5. Wellness and Mindfulness – body & mind, F&B, activities
6. Data Analytics – what do we want to know?
REPORT OUT/IDEA SHARE
Event Design Resources

Biz Bash: http://www.bizbash.com/

Business Travel News: http://www.businesstravelnews.com/

Corbin Ball, The Meetings Technology Professional: http://corbinball.com/

CVENT blog: https://meetingminds.cvent.com/

From Marriott: http://www.meetingsimagined.com/

Meetingsnet: http://meetingsnet.com/

Meeting Professionals International: http://www.mpiweb.org/

Professional Convention Management Association: http://www.pcma.org/

Skift: https://skift.com/

Successful Meetings: http://www.successfulmeetings.com/
### Destination Discovery

**Please pick up your boxed lunch** — just outside in the Foyer & Terrace

<table>
<thead>
<tr>
<th>Activity</th>
<th>Departure Time</th>
<th>Departure Location</th>
</tr>
</thead>
<tbody>
<tr>
<td>Club ALHI</td>
<td>12:30 pm</td>
<td>Meet at Topaz Pool</td>
</tr>
<tr>
<td>Tex-Flex Cooking &amp; Mixology</td>
<td>12:45 PM</td>
<td>SweetFire Kitchen</td>
</tr>
<tr>
<td>Becker Vineyard</td>
<td>12:45 PM</td>
<td>Lobby Front Drive</td>
</tr>
<tr>
<td>Natural Bridge Caverns</td>
<td>1:00 PM</td>
<td>Lobby Front Drive</td>
</tr>
<tr>
<td>Micro-brew &amp; Art</td>
<td>1:00 PM</td>
<td>San Antonio Ballroom Drive</td>
</tr>
<tr>
<td>Tex-Flex Cooking &amp; Mixology</td>
<td>3:00 PM</td>
<td>SweetFire Kitchen</td>
</tr>
<tr>
<td>Loma de Vida Spa</td>
<td>Treatment Times Vary</td>
<td>Loma de Vida Spa</td>
</tr>
</tbody>
</table>

**Includes Lunch with the Activity** — no need to pick up a boxed lunch

<table>
<thead>
<tr>
<th>Activity</th>
<th>Departure Time</th>
<th>Departure Location</th>
</tr>
</thead>
<tbody>
<tr>
<td>Joshua Creek Ranch</td>
<td>12:10 PM</td>
<td>Lobby Front Drive</td>
</tr>
<tr>
<td>San Antonio Mission Bike Tour</td>
<td>12:10 PM</td>
<td>San Antonio Ballroom Drive</td>
</tr>
<tr>
<td>IAC Golf at Resort Course</td>
<td>12:15 pm (Shotgun Starts at 1pm)</td>
<td>Lobby Front Drive</td>
</tr>
<tr>
<td>Alamo &amp; River Barge Cruise</td>
<td>12:10 PM</td>
<td>San Antonio Ballroom Drive</td>
</tr>
</tbody>
</table>