

**From Trendspotting to Implementation
An Interactive Guide to Smart Event Design**

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Rules of Engagement

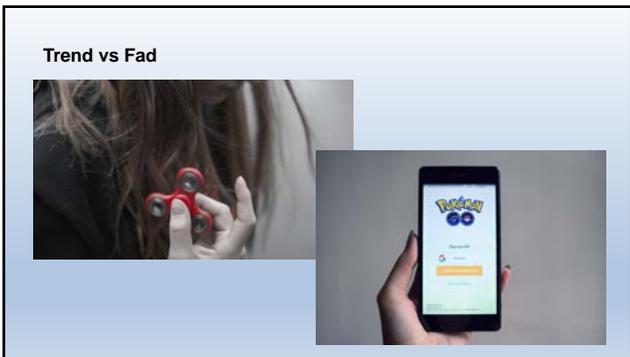
- This lab is for you! Ask questions at any time, but let's stay on topic.
- We learn from each other, so be an active participant. Share your successes and challenges.
- Respect others' points of view
- Mute mobile phones
- Break 10:20-10:30am
- What else?

This Course is About YOU!

Think about a challenge or opportunity you currently have with your meeting or event.

Jot down the challenge or opportunity and why you want to address it.





Trends	Fads
<input type="checkbox"/> General tendency or direction in which something is going to move	<input type="checkbox"/> Increase dramatically followed by an almost immediate decline
<input type="checkbox"/> Defined by a shift in mentality or behavior that influences a significant number of people	

Current Event Trends

- Personalization/customization
- Spaces and places
- Emotions, storytelling and calls to action
- Advanced technology—predictive analytics and machine learning
- Designing for multi-generations
- Formats and experiences
- Wellness







STEP Framework for Identifying Trends

How do these factors impact your industry and your event audience?

- Societal** *Generational issues, cultural shifts*
- Technological** *Emerging tech; disruptive tech*
- Environmental/Economic** *Example: 2008 housing crisis*
- Political** *Foreign policy; immigration*

How Do Ordinary People Spot Trends?



What's the Best Way to Spot Trends?

Know your objectives

Know your audience

Look and observe

Connect the dots

Assess and test

Know Your Objectives

- Why are you interested in spotting trends?
- What does the trend do for your event?
- How will you know you've identified the trends that matter most to your audience?



Know Your Audience

- **Innovators:**
 - Very few people in this category
- **Early Adopters:**
 - The "go-to" people who are ahead of the curve
- **Early Majority:**
 - Take their time to assess products and new trends before they take them on
 - Willing to embrace new trends as long as they understand how it will fit in with their lives.
- **Late Majority:**
 - Adopt in reaction to peer pressure, emerging norms, or economic necessity.
 - Any uncertainty and fears must be resolved before they adopt the trend.
- **Laggards:**
 - Traditional, makes decisions on past experiences.



Look and Observe

- Industry research and reports
- Social media
- Industry and mainstream media
- Google News and Google Trends



Connect the Dots

- Collect and organize ideas
- Brainstorm application to your event—don't lose sight of your "why".
- Not everything is going to make sense for your group so try to force it.



Assess and Test

- How might the trend impact my event?
- Where is the trend now?
- What percentage of my group won't be interested?
- What resources are required? Budget implications?
- Develop a small-scale test and evaluate longevity



Exercise One—Making Sense of Trends

Case Study:
Association of Widget Manufacturing

Instructions:

1. Team up with a partner
2. Answer the questions on the sheet as a team
3. Select a person to report out

Exercise One—Making Sense of Trends

Case Study:
Association of Widget Manufacturing

Report Out

10-Minute Break Time!

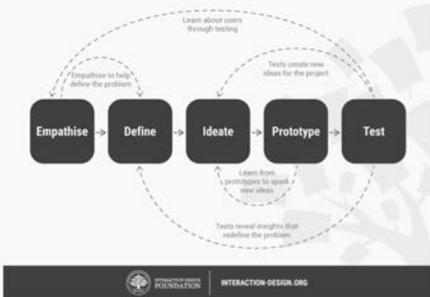


Design Thinking



- An *approach* for creative problem solving
- Solution-focused with the intent of producing a *result*
- *Methods* for design thinking include:
 - Interviewing
 - Creating user profiles
 - Looking at other existing solutions
 - Creating prototypes
 - Mind mapping

DESIGN THINKING: A NON-LINEAR PROCESS



Characteristics of a Designer's Mindset

- Experimental
- Collaborative
- Optimistic
- Curious
- Empathetic
- Looks at the Big Picture
- Asks "How might we..." or "What happens if..."

So Far We Have...

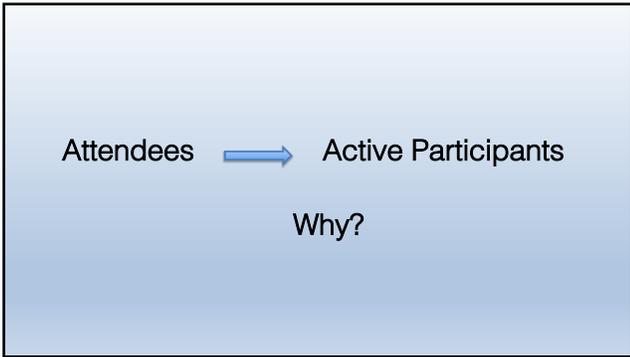
- Explored the power of understanding trends for our meetings and events
- Identified ways to be a trend spotter
- Outlined ways to apply trends to our own events
- Explored the concept of design and design thinking
- Uncovered the key characteristics of a designer's mindset

Let's put those ideas together...

A Prelude to Exercise 2...

Think about a problem, challenge or opportunity you currently have with your organization's meeting/event.

Keep this at the front of your mind as we discuss this section.



The Essentials of Experience Design for Live Events

In this section...

- Identify stakeholders
- Understanding our audiences
- Create clear event goals and objectives
- Engagement strategies
- Learning and connecting
- Evaluation and ROI
- Tools for experience design



Do you know your stakeholders? What is important to them?



Who is in your audience? What are their expectations?

Is Your Current Audience Still the Right Audience?

Ask these questions:

- Where is your industry/sector headed?
- What is the data saying?
- Are you attracting the right audience based on your event and/or your organization's strategic goals?
- How is your event's design attracting those desired audiences?

Attracting Audiences to Your Event

It starts with the design and the offerings. For example:

- If you want to attract decision-makers, make sure your event has what they are looking for:
 - Executive meeting rooms
 - Advanced-level content
 - VIP meet and greets
- If you want to attract a younger audience, make sure your event speaks to them:
 - Unique, one of a kind experiences and swag
 - Technology forward
 - Highly-personalized



Are your event experience goals realistic?
Are your objectives measurable?

What is engaging about your event? How do you measure engagement?
Are your participants clear on what you want them to do? How about your sponsors?





How are your participants learning and/or connecting?
What is your content strategy?

How will you know if you've moved the needle?
How do you currently demonstrate ROI?



A Toolbox for Effective Experience Design

- Strategic thought processes and strategic planning
- Design thinking
- Technology and data analytics
- Market research; surveys; focus groups
- Following and evaluating trends



Exercise Two—Applying Experience Design Concepts

Individual Exercise

Instructions:

1. Based on your event's current challenge or opportunity, complete the worksheet and assess which area/s of experience design require the most attention.
2. Outline your potential next steps—what tools do you require?

Exercise Two—Applying Experience Design Concepts

Report Out

To Sum It All Up...

1. Think like a designer before you think like a meeting planner
2. Constantly assess the state of your association's industry—what can your event do to provide value to your participants based on evolving industry needs?
3. Be able to sell the "why" behind everything you do at your event
4. Make small bets with design elements, test and refine
5. Keep your toolkit handy and know your resources

Thank You!

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