

# The Future of Meetings & Events

**Marriott**  
INTERNATIONAL

pcma

Fahrenheit212  
Part of Capgemini Invent

# What Is a Trend?





# /trend/

noun

## Definition of trend (Entry 1 of 2)

1. A prevailing tendency or inclination
  - a) a general movement :
  - b) a current style or preference :
  - c) a line of development :
2. The general movement over time of a statistically detectable change also : a statistical curve reflecting such a change
3. A line of general direction or movement

# Trend

- Change
- Synthesis
- Future





**Trends are  
SEISMIC SHIFTS**



**Getting Smart on Trends**  
=  
**Gaining Competitive Advantage**



# Methodology



Quant Analysis



Qualitative & Ethnographic Research



Multidisciplinary Expert Consultants



Market Signaling



Industrial Knowledge & Experience



Stakeholder Input



Comparative & Competitive Analysis



Social & Audience Intelligence

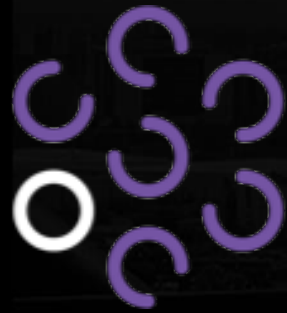


Pop Culture



Changemakers

# 2019 Trends



Emotional Intelligence



Orchestrated Serendipity



Multimodal Design



Bigger Than Oneself



Clear Sense of Place



# Emotional Intelligence

Designing With the End-User in Mind



# Demographics

=

# RP/SH

*(Round peg/Square hole)*



# Core Audience Intelligence Insights



Affinities



Psychometrics



Story Mapping



Recall



Influence



Social Metrics

# You Know *Everything* About Me From The Data I Generate



# Data



# Human



# It Begins with Understanding Your Participants Holistically

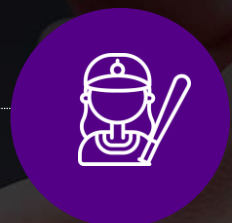
## CTO



Writer

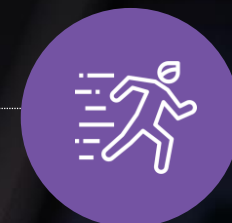
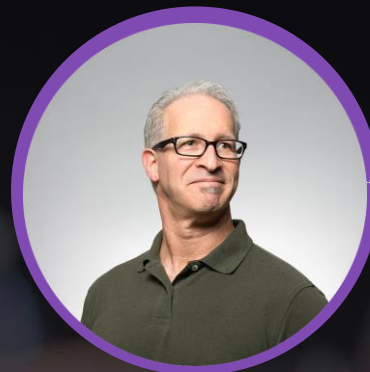


Classic Car  
Enthusiast



Little League  
Coach

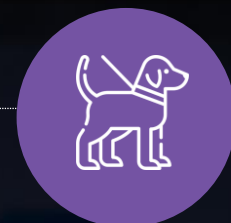
## VP Engineering



Marathon  
Enthusiast

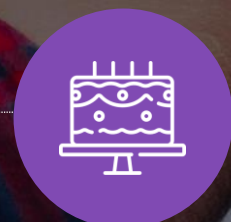


Improv  
Actor

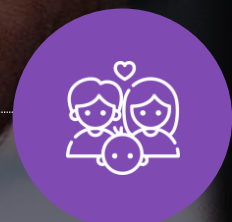


Animal Shelter  
Volunteer

## Development Operations



Cake  
Designer



Mom of  
Triplets



Online Shopper

## Developer



Training To  
Climb Mt.  
Everest



Part Owner  
of a Cidery



Book Nerd

# The Traditional Approach To Thinking About Participants

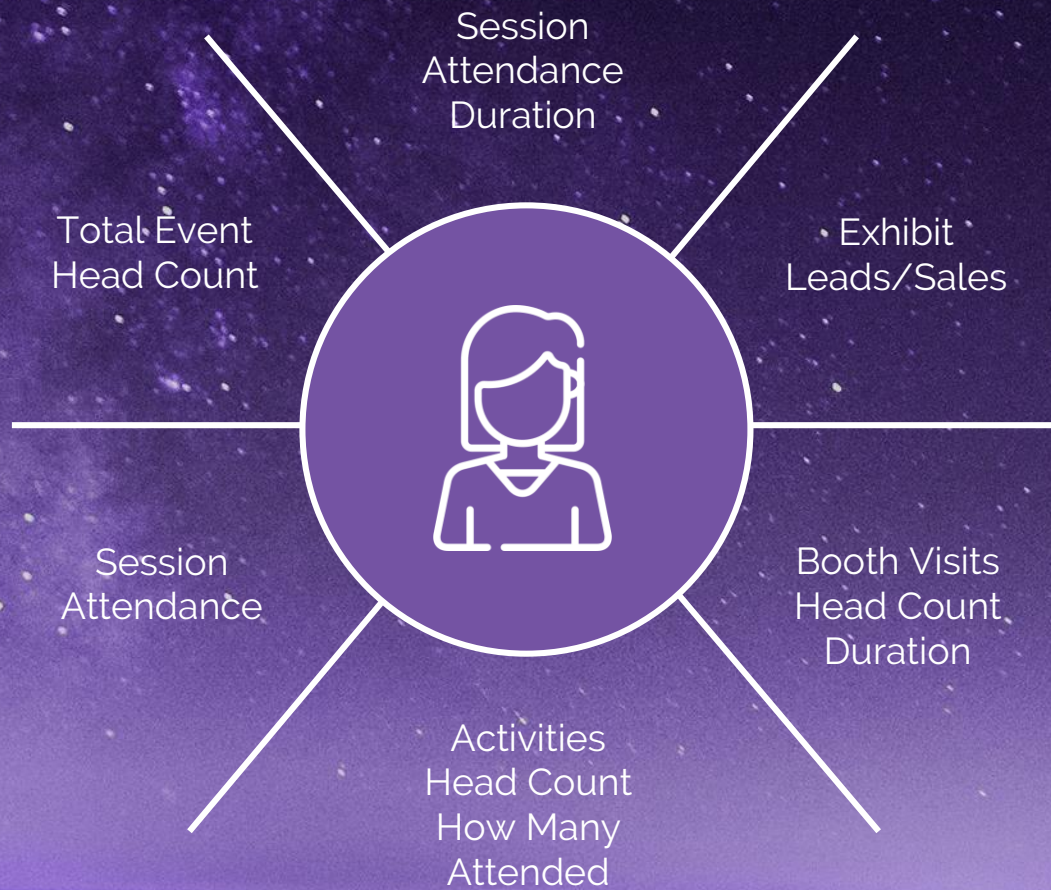


# The New Era, An Appeal to Our Emotional Intelligence





# Traditional Meetings & Events ROI



# Emotional Intelligence ROI



# Emotional Intelligence: Designing With the End-User in Mind

What If...



Business Events  
Strategists



Participants



Venues

# Orchestrated Serendipity

Engineering & Embracing the Unexpected  
for More Meaningful Moments



# A Perceptual Model of Serendipity




*\*James Lawley & Penny Tomkins*

# Create Human Collisions



# Use What You Have





# ATTENTION VS Technology

**Meetings & Events Must Free Participants  
from the Constraints of a Schedule  
or an Over-packed Agenda, Instead  
Encouraging Serendipity & Surprise.**





# Understanding Learning Behavior



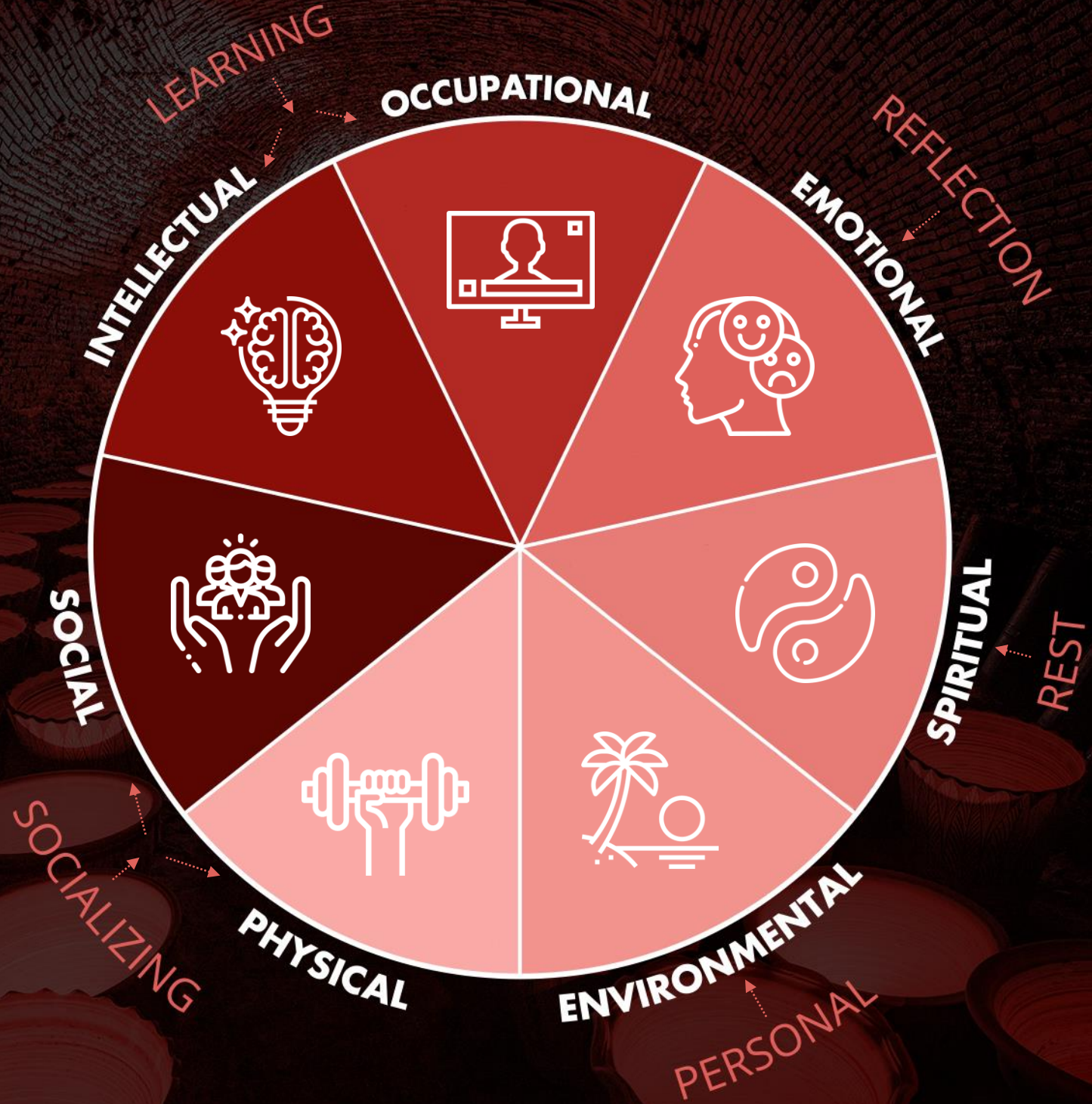
Focus Lasts  
60 Minutes



Downtime  
=  
Retention



80% of Learning  
Comes from  
Socializing



# Sessions That Orchestrate Serendipity

s o l v e s e s s i o n s

NOISS  
**HOME ROOM**

SESSIONS  
BRAIN SNACKS **GAME ON**  
*User Groups* journey mapping

FLIPPED  
**MAKE YOUR CASE**  
**HANDS ON LAB** mind mining

**STROLLING SESSIONS**

**CURIOUS CATS UNITE** *moon shot lab*

# Orchestrated Serendipity:

Engineering and Embracing the Unexpected for More Meaningful Moments

## What If...



Business Events  
Strategists



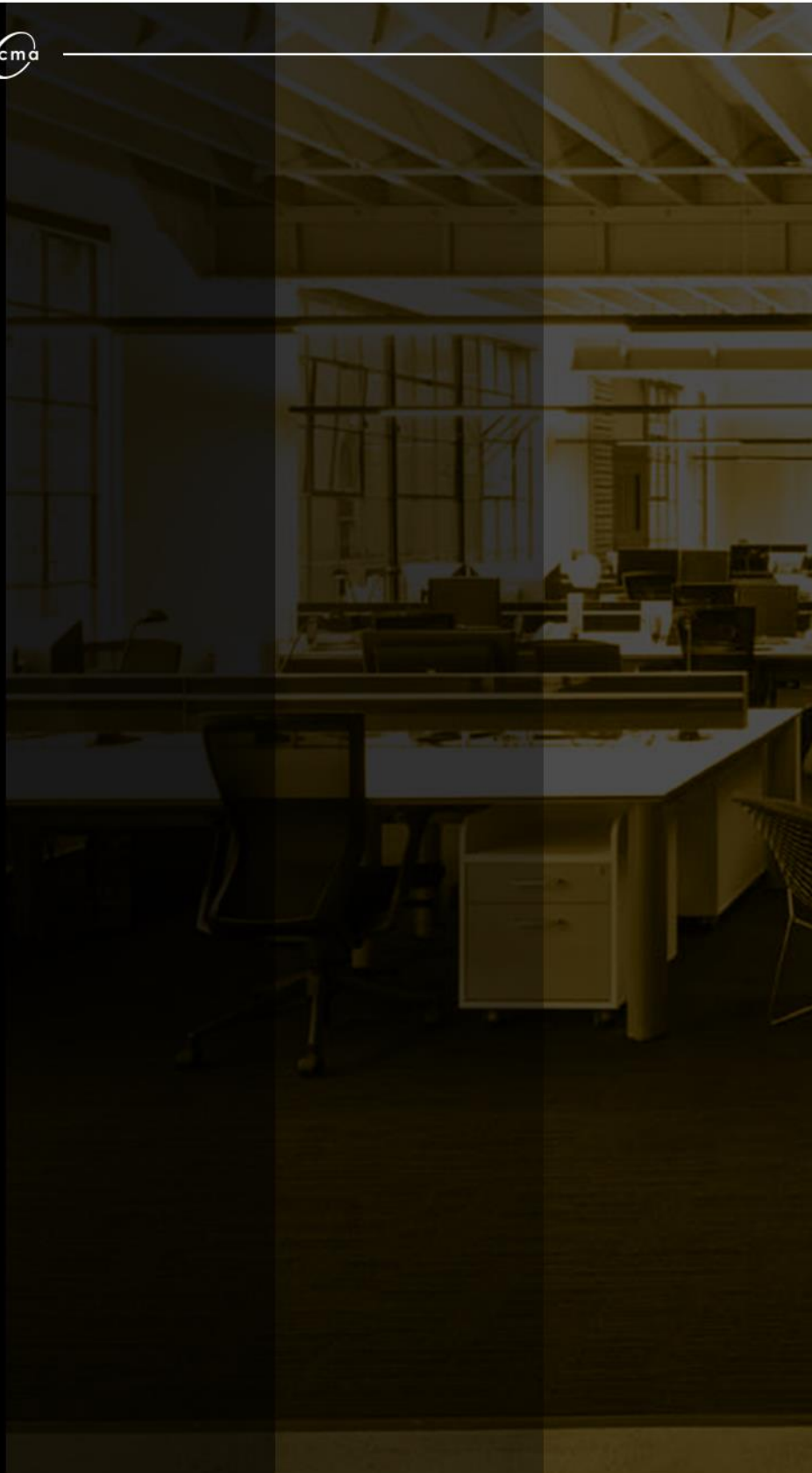
Participants



Venues

# Multimodal Design

Designing for Adaptation & Iteration



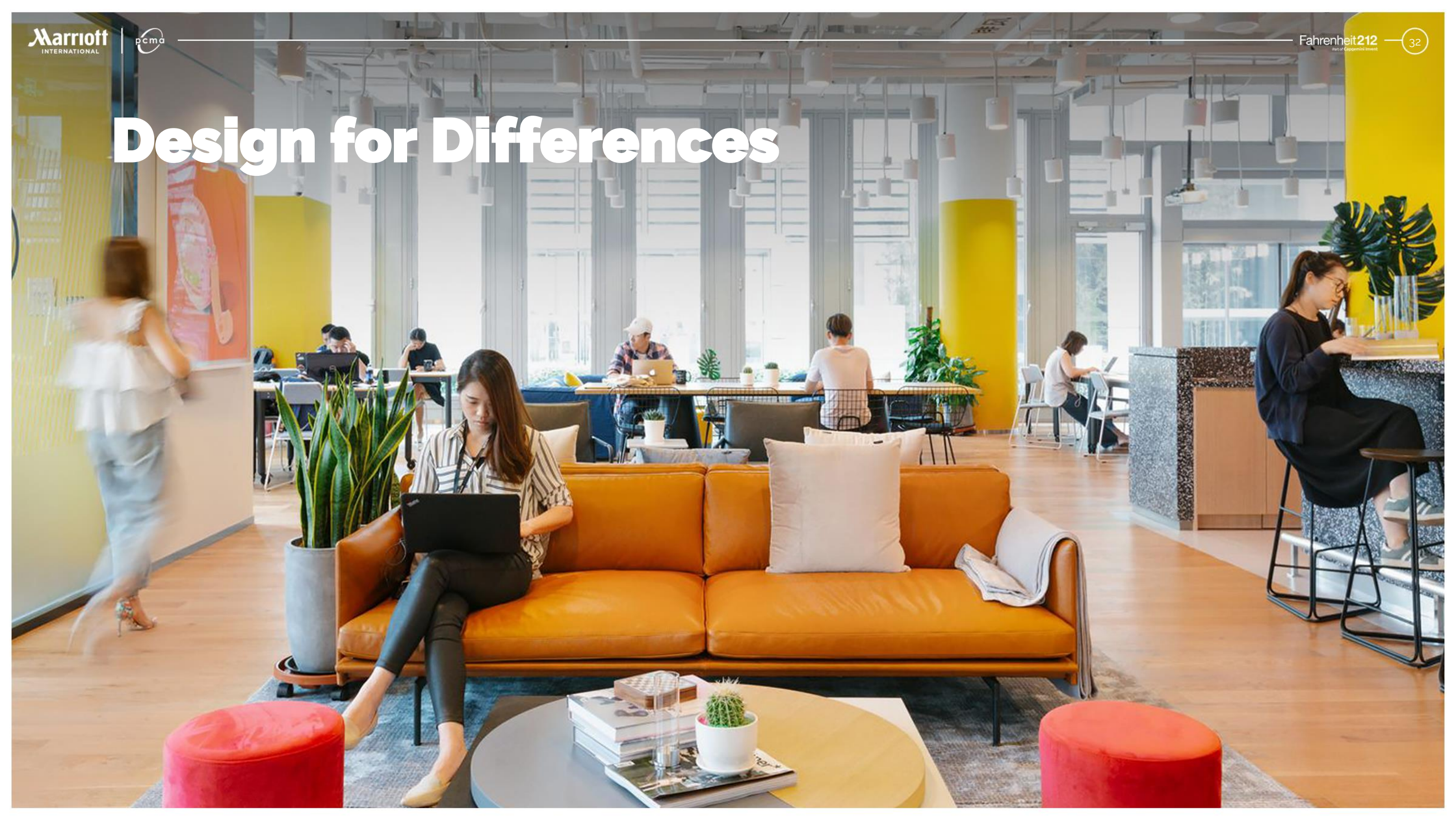


**Consumers Expect Physical Spaces  
to Be as Nimble & Fluid as  
Their Digital Experiences**



# **Design** Should Adapt to Support Quick Change

# Design for Differences



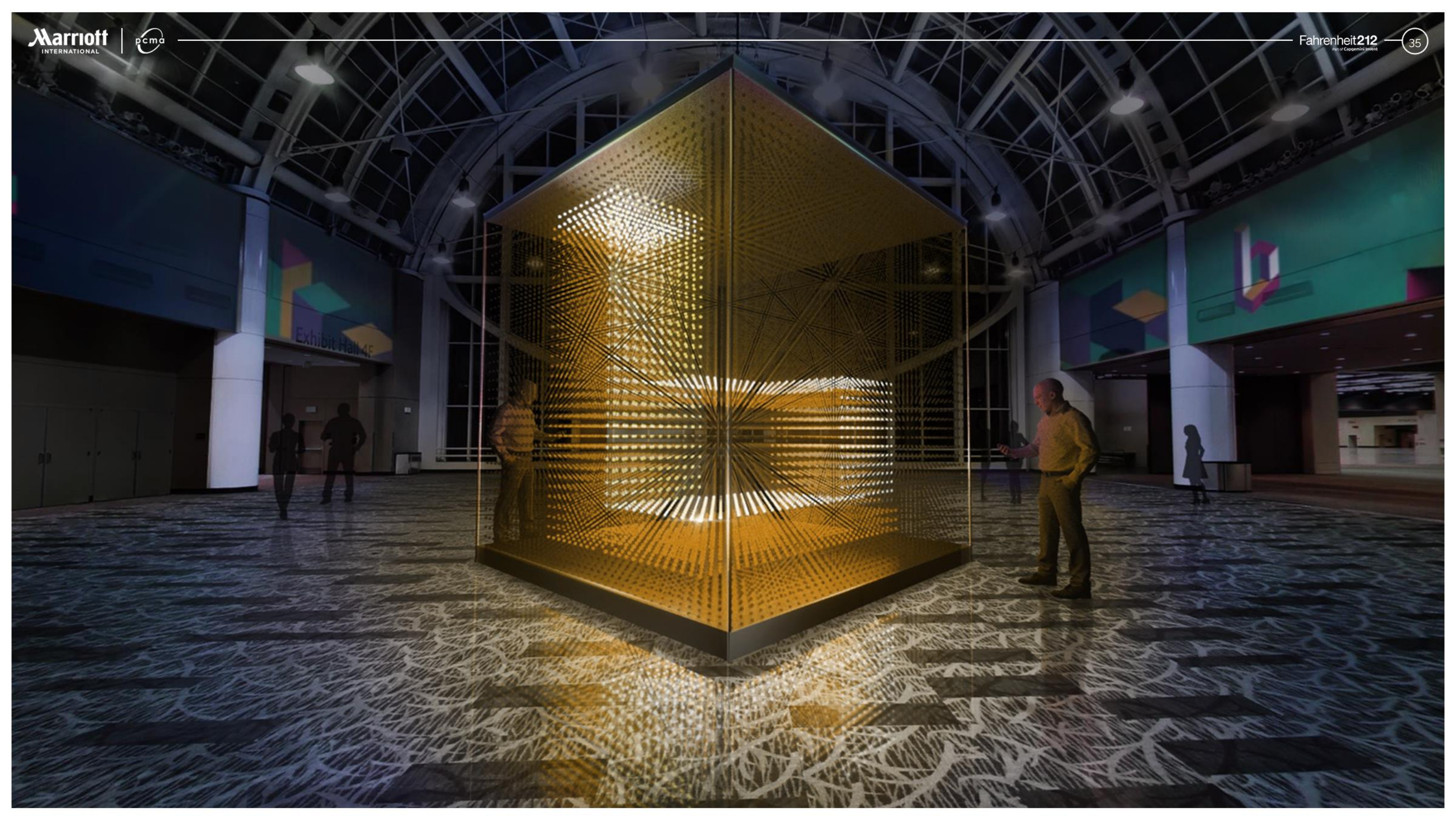


The  
keynote  
starts  
in  
6  
minutes.



US Bank  
ATM

Use gently to  
avoid break  
downs and  
damage to the  
equipment  
system.



# Multimodal Design: Designing for Adaptation & Iteration

## What If...



Business Events  
Strategists



Participants



Venues

# Bigger Than Oneself

Acting on a Meaningful Message



KIND BE CURIOUS ACCOUNTABILITY IS ABOUT CARING DON'T WAIT. TAKE  
ONLY NECESSARY IT'S THE  
GHT IDEAS QUALITY SMART  
G TO DO WE CHAMPION INNOVATION WILL ALWAYS TRUMP QUANTITY RISKS  
PRODUCTIVE DETAILS COLLABORATION  
WORKMATTER BE PREPARED SHARE INFORMATION  
ALWAYS

**Every Meeting or Event  
Must Have A Message**

**Businesses Must Take a Stand &  
Be Clear About Their Values,  
Even if This Is Not the Most  
Convenient Choice.**



# Immersion = Bigger Than Oneself



# Bigger Than Oneself: Acting on a Meaningful Message

What If...



Business Events  
Strategists



Participants



Venues



# Clear Sense of Place

Leveraging Geography for Deeper Enrichment

# Exploration

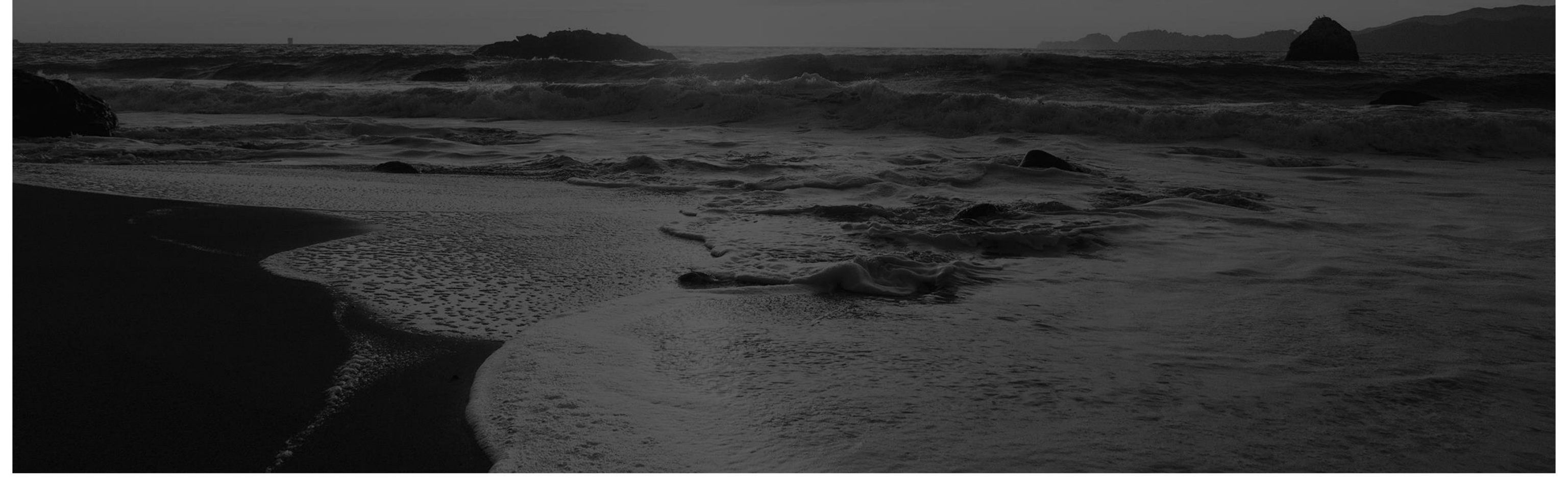


# Honor the Place & Keep It Local

# Distance

=

# DISCONNECTION





**And Let's Not Forget  
Human Nature**

# Clear Sense of Place: Leveraging Geography for Deeper Enrichment

## What If...



Business Events  
Strategists



Participants



Venues

# Summary



## Emotional Intelligence

Meetings and events will need to move past reactive adjustments to adopt a proactive approach to personalized experiences, understanding the needs of participants before they arrive.



## Orchestrated Serendipity

Experiences must embrace freedom & surprise, freeing consumers from the constant constraint of schedules or agendas. By embracing the unexpected, we can engage participants and leave a lasting impression.



## Multimodal Design

Every event has a unique objective & audience and a space must reflect each event's specific personality and needs. Space is critical to any event, and should be designed to adapt to the ways that participants will engage.



## Bigger Than Oneself

You can't just provide content anymore. Every event must have a message. Participants want to understand what's important to a business, and experience events that deliver that message down to the smallest detail.



## Clear Sense of Place

The most memorable events celebrate local surrounding, enriching visitors, exposing them to the local culture, and connecting them with the community to increase engagement.



# Thank you.

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