



Large Events that Integrate Strategic Design into Each Phase of Event Logistics Can Produce Happier Guests and Deliver Greater ROI

Your event is complex & features a lot of moving parts:



timeline ICWS *transportation* security  
 VENDORS BEOs tutorials  
 REGISTRATION Sessions SPEAKERS  
 HOTEL scanning SPONSORS exhibitors GENERAL SESSION  
 BREAKS AV BUDGET Breakouts FLOW *food & beverage*  
 WELCOME WELCOMES meeting space  
 REVENUE check-in presentations lead retrieval

The biggest damage comes from the smallest inconsistencies

Attendees waiting in registration lines for an hour



Popular session too booked for people to attend



Frustrated executive stranded at the airport



Running out of food at a banquet function



With so many moving parts, how can you keep mishaps and missteps from snowballing?

Because everyone always seems to remember the one negative thing from their experience...

The key is to design your events with a consistent design principle across the following Eight Phases of a Successful Event:

-   
**1. Announcing:**  
 Capture Attention
-   
**2. Attracting:**  
 Woo the Audience
-   
**3. Anticipating:**  
 Eliminate Disappointment
-   
**4. Arriving:**  
 Travel to Destination
-   
**5. Entering:**  
 Reset the Intention
-   
**6. Engaging:**  
 Environments of Engagement
-   
**7. Exiting:**  
 Signature Moments
-   
**8. Extending:**  
 Recall & Relive



So How Can You Ensure a Consistently High-Quality Experience Across all Elements of Your Event?

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**You cannot separate strategic design from logistics**

Historically, strategic (meeting) design has been synonymous with event production, but that is changing. Event production focuses on creating a cohesive look and feel.

**Strategic design** refers to how to conduct effective business meetings using an entirely different set of elements and guiding principles, such as;



- What type of environmental elements support the meeting’s goals and objectives?
- How do we create a better learning experience?
- How can we influence an attendee’s emotional state?
- How can we facilitate more engagement?

Source: A Recent study by Meeting Planners International (MPI)

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**An ecosystem approach ensures Strategic Design syncs with Logistics through every event phase.**



**Linking Design with Logistics - Some simple examples:**



**Planning**  
Use of space to drive traffic and networking



**Registration**  
How multiple hotels impact check-in design



**Housing**  
Use of affinity blocks, best use of hospitality for branding & networking



**Vendor Management**  
Design of communications flow, checks & balances, accountabilities

**Maritz Travel’s Technology Ecosystem**

**REGISTRATION**

- Registration
- Exhibitor/Sponsor
- Payment
- Hotel

**SESSIONS**

- Call for Papers
- Speaker Portal
- Agenda
- Adhoc

**OPERATIONS**

- Check-in
- Session Monitoring
- Lead Retrieval
- RFID

**MOBILE**

- Social
- Agenda
- Content
- Surveys

**What Results Did the Ecosystem Provide One of Our Clients for Their Annual Conference Last Year?**

<b>Pre-Event</b>	<ul style="list-style-type: none"> <li>• Completely branded event registration</li> <li>• Cross-sell and upsell recommendations relative to session attendance or other attendee actions</li> <li>• Pre-configured, personalized event emails based on attendee activities</li> </ul>	<ul style="list-style-type: none"> <li>• Increased attendance by 42%</li> </ul>
<b>During Event</b>	<ul style="list-style-type: none"> <li>• Scanned session attendance</li> <li>• Personalized emails sent daily with invitation to related sessions and demos the following day</li> <li>• Drove cross-sell and upsell opportunities in real-time during the conference</li> </ul>	<ul style="list-style-type: none"> <li>• Increased engagement with sales</li> <li>• Generated 195,000+ impressions and 1400+ clicks to event website info and home page</li> </ul>
<b>Post Event</b>	<ul style="list-style-type: none"> <li>• Connected rich attendee profiles and ‘interesting moments’ data to fuel cross-sell and upsell campaigns during and after the event</li> <li>• Personalized follow-up emails based on attendees actual event activity with specific call to action</li> </ul>	<ul style="list-style-type: none"> <li>• Improved pipeline movement by 40%</li> </ul>

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**An individualized attendee experience is the single greatest indicator of satisfaction & future event growth.**



**New Design Imperatives**

- Deliver more meaningful experiences
- Develop brand advocates
- Increase the motivational pull for repeat attendance
- Heighten engagement



**Design delivers Improved Outcomes**

With purpose driven design this company experienced significant increases in their three Key performance indicators (KPIs)

**“Meeting professionals are being tasked with delivering more personalized experiences, enhancing the value of face-to-face events which contribute to the achievement of strategic objectives.”**

- MPI White Paper: From the Outside In: The Future of Meetings