

BE MINDFUL, BE BOLD, BE BETTER! Intentional Meeting Design Makes the Difference!

February 16, 2022



BE MINDFUL!

Ashley Cardini, CMP
Founder
The Mindful Masterclass
ashley@ashleycardini.com



BE BOLD!

Hallia Baker, CMP
Special Events Manager
The Netherland-America Foundation
Hbaker@thenaf.org



BE BETTER!

Gregory Offner, Jr., ARM
Keynote Speaker & Creator of
Disruption & Creativity
greg@gregoryoffner.com

KEY TAKEAWAYS

Be Mindful!

- Why It's Important: Because it's the PEOPLE who are moving the goals of our organizations forward, and the companies that are going to succeed post 2020 are the ones that take care of their people.
- When we INFUSE mindfulness into our meetings, attendees become more focused, connected, and productive with decreased stress and better performance. Mindful meetings are no longer just a “fad”, they’re tablestakes.
- Use the INFUSE method as a lens to easily discover where you can add mindfulness to your meeting to reap all of its benefits and take care of your people.

Be Bold!

- Think more about how to make the meeting experience “EVENTFUL”.
- Partner EARLY with your CSM/venue director for a creative partnership.
- SEE your event first conceptionally and make it become reality!
- Be bold to engage your audience; both onsite and onscreen.
- When producing an event: sit in the Director’s seat and OWN it!

Be Better!

- Because our brains are wired to avoid what we dislike, sometimes we’d “rather not take our medicine” - which is what we need to get better.
- 100% of employees are people, but nearly 100% of our L&D spend is focused on job-specific (Technical Skill) training. What if we redirected even a fraction of that to bettering our “people” thru Tactical Skill development.
- It’s our responsibility as meeting planners to “poke the bear” when we’re curating content.