

## Seminar Overview

You are now part of an exciting, growing \$1.5 trillion industry! But with that scale, meeting planners are increasingly undergoing senior management scrutiny, tasked to justify the outlay for meetings and generate ROI. Your challenge: How to design a meeting experience that will satisfy corporate aims AND fully immerse, motivate, and inspire attendees? This seminar will examine the role Meeting Design plays in responding to the challenge, as you plan business events for 2020...and beyond.

## Defining Meeting Design

**“Meeting Design is the purposeful shaping of both the form and the content of a meeting to deliver on crucial business objectives.”**

“(It) incorporates methods and technologies that connect, inform and engage a broad range of relevant stakeholders before, during and after a meeting.”

“Good design integrates the meeting with other communication activities, maximizes interactivity and results in a significant return on investment.”

- Mary Boone, Business & Meetings Consultant

## Key Takeaways

-  Meeting design is an intricate, arduous process that requires intelligent advance planning, a forward-thinking vision from senior management and all stakeholders, a unique creative approach, a synergistic vendor support team and flawless execution for every event.
-  A Masters Panel composed of a broad-section of meeting professionals, imparts their unique perspective on myriad aspects of meeting design.
-  From a view of meeting planning templates, to building a meeting “brand”, to shining a light on what’s HOT with A/V & meeting technology, to looking at the meeting room of the future, we convey some upcoming trends in meeting design.
-  Going forward, we want to impart some meeting design, planning & execution techniques that attendees might implement immediately in any meeting or event.

### Very Special Thanks

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# Keenan Creative Forces' 4 T's of Meeting Design

That synergistically work together to achieve maximum attendee immersion

## The Thesis

The STRATEGIC BASIS and Planning Template for meetings

01



02

The Team  
ALL Stakeholders

## The Techniques

WAYS & MEANS of creating & executing all types of meetings

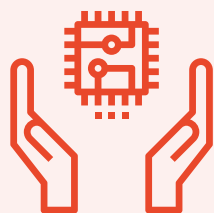
03



04

## The Technologies

Balancing modern tech & human factors to accentuate immersion.



[keenancreativeforces.com](http://keenancreativeforces.com)

## Our Speakers

Be sure to read your follow up email for clickable photos with each Speakers' LinkedIn profile.



Facilitator: **Dianne Devitt**  
President  
DND Consulting



**Lisa Keenan**  
President  
Keenan Creative Forces



**Rob Burnett**  
Director of Marketing,  
Keenan Creative Forces



**Bill Behmke**  
AVP Global Meetings  
AT&T



**Drew Condon**  
Senior Event Designer  
Steelcase Event Experiences



**Matthew Saravay**  
President  
Wizard Productions

### AN OPPORTUNITY TO EXTEND THE LEARNING

Please review **4 Steps To Fully Immersive Meeting Design** with your team and then work through the Case Study & Questions provided with in the follow up email (or [download them here](#)).