



TAKEAWAYS FROM THE MEETINGS SHOW

Beyond the Room: The Four Phases of Community

Today's attendees expect brands to design & foster connections that last long after your event is over.

Learn the four steps for meaningful, connective experiences that spark lasting brand communities.

Key Takeaways:



- Connection & community aren't buzzwords. They're critical to our wellbeing & our ability to thrive.
- At the heart of the human condition is a desire & drive to connect—to each other, ideas & inspiration.
- The past few years have left us with a collective experience deficit. How can we pay it back? By intentionally establishing community.
- Events are powerful opportunities to develop connections that last far beyond when an event, meeting or experience ends—when people go back to their day-to-day routines.
- People attend events, but they join communities.

So...how can you create community beyond the room?

PHASE 1

Community Mapping: In the Room

Experience design sets the stage for chance encounters & social interactions, nurturing community building.

Ideas:

- Tailor seating options & layouts to attendee needs & preferences.
 - Intentionally schedule breaks for audiences to connect & think about key programming.
 - Design secluded areas for people to gather away from the crowds.
 - Set up encounter opportunities when attendees eat lunch, charge their laptops, or check out sponsors.
 - Help virtual & in-person attendees to meaningfully connect at & after the event.
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Key Takeaways:

PHASE 2

Community Building: In the Room & Beyond Networking

As a community designer, intentionally design interactions & experiences that move past “hellos” & handshakes.

Ideas:

- Create attendee empathy profiles & design based on pre-survey psychographic insights.
 - Offer personalized connection moments through matchmaking.
 - Create opt-in groups that can help people find belonging through interest, role or business challenge.
 - Invite active participation through small-group discussions, planning sessions, field trips, brainstorming or hands-on whiteboarding.
 - Book selective sponsors that resonate with your event’s personality & audience’s needs.
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PHASE 3

Community Activation: Beyond the Room

To ensure your community thrives & has maximum “stickiness” for its members, remember these requirements:

- **Joint Enterprise:** Members have a mission & work to accomplish that mission or common concern on an ongoing basis.
 - **Mutual Engagement:** Members work together to change, innovate, iterate or collaborate.
 - **Shared Repertoire:** Members have common methods, tools, techniques, language, experiences, stories and/or behaviors.
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PHASE 4

Community Dividends: Creating New Rooms & Beyond

Establishing communities gives value to its members & the brands that build them.

Community members receive:

- Skill development
- Additional knowledge
- Collaboration practice & skills
- Increased wellbeing
- Deeper relationships with other members and your brand

Brands also receive:

- Increased marketshare
- Continued brand engagement
- Competitive advantage
- Ongoing customer insights
- ROI



The global brand experience agency for the **NEW NOW**TM

You're ready to put on an out-of-this-world event & wow attendees with a powerful, memorable experience. But why stop there? Your event & experience investment can continue to generate brand value—and increase customer loyalty—when you **think beyond the room.**

That's why we create experiences using our **CCXD**TM (Community-Centered Experience Design) & measure dividends of the experience & connections sparked through **T•RO**TM (Total Return On).

Ready to supercharge your experience?

LET'S GET STARTED