

PLAYBOOK 2: SUCCESSFUL MEETINGS IN A NEW WORLD

June 16, 2020

Powered by



Co-created with the audience during WiT Virtual: "Fintech, MedTech, E-commerce: How to go for growth in the new world of business events"

The playbook is based on the premise that a successful event/ meeting should deliver on five key objectives:

1. Community building
2. Learning
3. Engagement
4. Practical outcome
5. Commerce

One more characteristic was added

6. Purpose

Rationale: "To bring out the human side of people. Covid-19 has created a new relationship with the world, there's a greater need for purpose."

The following list is generated by the audience who sent in their ideas via the Chat function.

Community Building

- Use social tools (Ingo)
- Understand your target market
- Follow up with the community post-event
- Organise social events using spaces you already have
- Pre-event prep (have buyers and sellers find common goals)
- 15 min virtual speed dating opportunities
- Find new target markets (like the younger demographics)

- Spin off sub-groups from attendees – around common interests, eg. possibly bring these groups back to next event.
- Use tools such as WhatsApp, Slack to build sub-groups
- Customisation of content for sub-groups
- Offer opportunities to teens/young interns
- Target rising stars, young leaders who usually do not have opportunities to attend physical events

Learning

- Curate to make relevant content
- Co-creation (learnings from attendees)
- Help attendees connect current and future – help them frame the future – move away from sales pitches
- Play with content in all its dimensions (inspirational, emotional, insightful, transactional)

Engagement

- Start engagement before event, attendee matching
- Social networking
- Get attendees to share roles (clean rooms, make meals)
- Offer more opportunities for attendees to network
- Longer product cycle, embed more virtual events, before, during and after – no longer 2 days, it's 6 months
- Getting people to engage with the tech
- More specialized/hybrid moderators – new talent to deliver on a hybrid platform.
- Moderators should know the industry well – production experience married with deep knowledge. Must have the right personality.
- For specialized events such as MedTech, find opportunities to blend technical experts with inspirational speakers
- Bring in new outsider talent – entertainers, famous digital personalities

Practical outcome

- A higher level of trust in the brand
- Common goal to solve problem together

Commerce

- Ancillary revenues (VR glasses for sale?)
- New creative approaches to approach sales opportunities for hybrid
- Explore unusual partnerships
- Partner with media companies to create TV production-quality events at scale