

SUCCESSFUL MEETINGS FOR A NEW WORLD

29 May 2020, 7pm – 8pm (Singapore Time, GMT+8)

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Playbook 1: Tips For Successful Virtual Events (Source: Various)

1. Ditch the high production

"There's something to be said about authenticity, vulnerability, and genuine connection during a time when people seem to need it most."

2. Get as interactive as possible

Group chat. Hashtag. Twitter. Slack.

3. Networking

"Host a happy hour where everyone gets dressed up and has fun before your event. Schedule open Q&A sessions with your panelists after a session. Connect everyone and keep the conversation flowing in your event app."

4. Keep it short

"Keep presentations brief. The most important thing is the value of your content."

5. Make it an experience

"Develop it like an experience, not a webcast, where attendees can learn, interact and be entertained."

6. Surprise and delight

"You can bring a little surprise and delight to a virtual event with an at-home care package or #UberEats delivery to their door."

7. Quality, not quantity

Limit the number of attendees to keep the events intimate. Ditch the Powerpoint.

8. Imperfection is okay

“Less about perfection and on-brand and more about personal and human interaction.”

9. Ditch the virtual background

People aren't looking for a buttoned-up show right now.

10. Educate attendees on platform use and meeting etiquette

Guide them through the process of getting connected properly, engagement tools.

11. Make people feel

Think about how things you can do will make people feel. You always remember how something made you feel.

Playbook 2: Successful Meetings In A New World

5 ingredients of a successful meeting

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

Community Building

- Appeal to common focus/ values
- User experience/ personal focus
- Appeal to participants' connections
- Identify what drives the community, and create activities/ content around it – for eg sustainability
- Be their tribe
- Quality over quantity
- Create small groups/ sub-sets (young leaders, women, startups)
- Crowd source for ideas
- Co-creation activities
- Look after participants

Practical Outcome

- Run your events on time
- Set realistic goals for the meeting/ event – do not overachieve
- Clear purpose and strategy for communication
- Clear key takeaways
- Solve at least one problem
- Be succinct and use images to communicate
- Fund-raising for a specific cause
- Clear vision, clear execution
- Ask participants what they want to get out of the meeting – and deliver on that

Engagement

- Try and find common ground in close groups
- Utilise conversations; ask right questions
- Have a credible host/moderator – set tone, agenda, deliver the message
- Be present.
- Meaningful activities
- Create emotional content
- Create educational content
- Continue to engage with audience
- Gamification
- Be authentic and dynamic – showing humanness
- Shared experiences
- Good guest speakers – right content, right delivery
- Networking – one-to-one meeting options after session
- Q&A – make sure to answer questions live
- Tell stories
- Use humour
- Polls
- Co-creation of content
- Round table discussions
- Healthy competition

Commerce

- Create value to save revenue for future
- Create opportunities for all budgets
- Make sure you can execute before going to market. Deliver!
- Sales/marketing has to align to operations
- Don't undervalue the audience
- Don't undervalue the content that you co-create with partners
- Regardless of format, meaning of event has to be obvious

Learning

- Avoid sales pitches
- Bring together the next generation to form relationships with both their peers and senior leaders in the industry, and they're learning from one another while doing so.
- Break up information in digestible bits
- Experiment with formats to suit audience
- Speaker casting (Pre-event interviews of all speakers)
- Create juxtapositions in thinking and ideas
- Mentoring
- Bring outsiders
- Don't do what's easy – think different, out of the box. Stand out.
- Real world examples that are applicable
- Relevance of content/ messaging
- Tell stories
- Q&A for audience