

# Designing conferences that are worth the trip



# Everything We Offer... Already Exists Online.

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The challenge lies in making these digital offerings as accessible and engaging as their physical counterparts.

## REASONS FOR TRAVEL

# So What Are People Actually Travelling For?

- **CONNECTION & NETWORKING: BUILDING MEANINGFUL RELATIONSHIPS BEYOND THE SCREEN.**
- **IMMERSIVE EXPERIENCES: ENGAGING ALL SENSES FOR DEEPER LEARNING AND MEMORY.**
- **PERSONAL & PROFESSIONAL GROWTH: UNLOCKING OPPORTUNITIES THROUGH DIRECT INTERACTION.**
- **BRAND & COMMUNITY BUILDING: FOSTERING LOYALTY AND SHARED IDENTITY.**
- **THE UNSEEN VALUE: SPONTANEOUS INTERACTIONS, SERENDIPITOUS ENCOUNTERS, AND SHARED ENERGY.**





We don't change  
what we accept.  
We change how it  
is experienced.

## THE ATTENDEE EXPERIENCE

# Anna's Journey: Overwhelmed

- **ARRIVAL: INITIAL EXCITEMENT AND ANTICIPATION.**
- **OVERWHELM: FACED WITH TOO MANY CHOICES AND VASTNESS.**
- **NAVIGATION: LOST AMIDST ENDLESS POSTERS AND SESSIONS.**
- **CONNECTION: LIMITED MEANINGFUL INTERACTIONS.**
- **DEPARTURE: NOTES IN HAND, BUT LACKING CLEAR DIRECTION.**



# Anna's Transformation: Activated

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## **ORIENTED & CONNECTED**

Navigating the experience with ease and purpose.



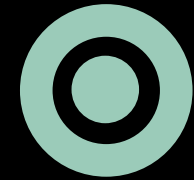
## **ENGAGED**

Actively participating and contributing.



## **MEANINGFUL CONVERSATIONS**

Building connections and gaining insights.



## **CLARITY & MOMENTUM**

Leaving with a clear path forward and the drive to act.

**ANNA IS NOW ORIENTED, CONNECTED, ENGAGED, AND HAS CLARITY AND MOMENTUM.**



**A FUNDAMENTAL SHIFT**

# Conferences: Experiences, Not Content Containers

**A FUNDAMENTAL REFRAMING: RECOGNIZING THE SHIFT IN CONFERENCE PURPOSE.**

**FROM DELIVERY TO IMMERSION: MOVING BEYOND INFORMATION DISSEMINATION.**

**THE POWER OF EXPERIENCE: FOCUSING ON CONNECTION, ENGAGEMENT, AND MEMORABLE INTERACTIONS.**

# Clarity: Orientation is.

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- **CHALLENGE THE "MORE CONTENT" NOTION**

Question the assumption that increasing content volume is always the solution.

- **ADVOCATE FOR CLEAR DIRECTION**

Emphasize the importance of providing users with defined paths and guidance.

- **CURATED PATHS**

Highlight the value of carefully selected and organized content.

CONTRAST 'MORE CONTENT' WITH 'ORIENTATION'.

THE PROBLEM WITH CURRENT NETWORKING

# Redesigning Connection

We've inherited a model of 'networking' that is inherently flawed, leading to superficial interactions and missed opportunities for genuine connection.

It's time to question the status quo and intentionally design for more meaningful relationships.



# Impact: Why Did People Come?

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## FUNDAMENTAL CHANGE

Did the event fundamentally change anything for you?



## TANGIBLE OUTCOMES

What is the tangible outcome of your attendance?



## JUSTIFIED INVESTMENT

Was the investment of time and resources truly justified?



The journey of a  
thousand miles  
begins with a  
single step.

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# Enhancing the Conference Experience

## 5 Actionable Solutions



### CURATED NETWORKING SESSIONS

Design structured opportunities for meaningful interactions, moving beyond passive 'networking'.



### POST-EVENT MOMENTUM BUILDERS

Implement follow-up strategies that sustain engagement and collaboration after the event.



### INTERACTIVE WORKSHOPS

Shift from passive listening to active participation and skill-building.



### INTUITIVE ON-SITE NAVIGATION

Simplify wayfinding and information access to reduce attendee friction.



### PERSONALIZED ITINERARIES

Provide tools or guidance to help attendees navigate based on their specific goals.

# Tips and Tricks

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1

## DESIGN FOR SERENDIPITY

Create spaces and times that encourage unplanned, meaningful interactions beyond structured networking.

2

## PRIORITIZE ORIENTATION

Clearly signpost key areas, sessions, and resources for easy navigation and connection.

3

## FACILITATE DEEPER CONNECTIONS

Utilize icebreakers, curated small groups, or shared interest meetups for more meaningful interactions.

4

## FOCUS ON THE 'WHY'

Clearly articulate the value proposition of each session and activity for attendees.

5

## AMPLIFY IMPACT

Design post-conference follow-up to help attendees translate learnings and connections into tangible actions.

KEY TAKEAWAY

# Conference Value Proposition

A conference is only worth the trip if it offers something you cannot get remotely.



THIS STATEMENT EMPHASIZES THE UNIQUE VALUE THAT IN-PERSON EVENTS MUST PROVIDE TO JUSTIFY THE TIME AND EXPENSE.