



MESA Monthly Member Meeting (4M)

Tuesday 28th March

Fuel.Ignite.Accelerate - The Future of Conferencing

Thank you for attending the March MESA Monthly Member Meeting (4M) recently. Thank you to [Merijn van Buuren](#), Founder of [Event Mender](#) for reading the MESA Pledge. Our session included 5 valuable snippets in 5 minutes - "The 5 'FU's' I made in business" from [Patrick Delaney](#), Managing Partner, [SoolNua](#).

1. **Kill the golden goose**
2. **Profit before cost** – profit only comes after investment
3. **Better is best** – good is often good enough
4. **Mistakes build trust** – own your own mistakes, there is always human error
5. **Culture rules ok** – create what you should do in certain circumstances, create a culture of consistency

Main topic: **Fuel - Ignite - Accelerate - Future of Conferencing** with MESA Member speaker: [Michael Jackson, The Other Michael Jackson](#) and [Bev Hancock](#), Conversational Leadership Strategist and Interactive Global Speaker. At a concert you want to go straight to the front v at a conference (many speakers don't deliver great speeches). There was delegate fatigue, long before zoom fatigue. ChatGBT (AI) already knows why **delegates are not engaged**:

- Lack of novelty
- Poor speaker selection / performance
- Inappropriate organisation & agenda planning
- Lack of interaction
- Absence of networking

Developing a successful event requires both LOGIC and EMOTION. Planners look at the logic (location, price, capacity) / **Delegates are about emotion** (experience, food & drink, Wi-Fi) / **Venues try and promote themselves as unique** (most simply are not). To plan for a better walkaway – we need to ask 5 questions:

For planners: What do we want the event to achieve? Who is the event aimed at?

For delegates: What do delegates currently think & feel? What response do we want to generate?

Venues: What do we need to do to achieve the above goals?



Building Better impact – before, during and after - How can we:

- **Fuel** curiosity and participation?
- **Ignite** dialogue, strategic thinking, and engagement?
- **Accelerate** actionable takeaway value?

Before the event - Can we send videos before the event to get them engaged and to **ignite their curiosity** before?

Sponsors – Sponsors are looking for a lot more now for their money – **work with them more collaboratively**.

At the event

Typical format is 30 minutes or less coffee break – how do delegates really be able to relax, network, have a toilet break and check emails etc and get back in the room within that time? Is this realistic? Organisers complain about how difficult it is to get delegates back in the room after a break. What can be done to balance this and change this format?

Idea: Give a topic to people to discuss in the breaks (for introverts etc) – people have something to talk about during “networking” breaks.

The client / organiser needs to have a **strategic focus and courage to make changes**. We need a fresh approach to conferencing: **where delegates come prepared, get engaged and involved**, and then leave the event capable of delivering a **real impact on their business**.

Meetings Industry Association – Asked the right questions about what is currently impacting your business and how can our industry help ourselves and each other. They collated responses and were able to establish their Top 10 Themes which they were then able to base all their content around for the year e.g., Strategic relationships, sustainability, nurturing talent.

Some of the best content is already set in the room you are in.

Don't ask the questions you know the answers to already. **Ask the questions you don't know the answer to!**
Draw on the wisdom of the audience – Move away from the **Sage on the Stage** model (e.g., conference speaker on stage lecturing to the audience).

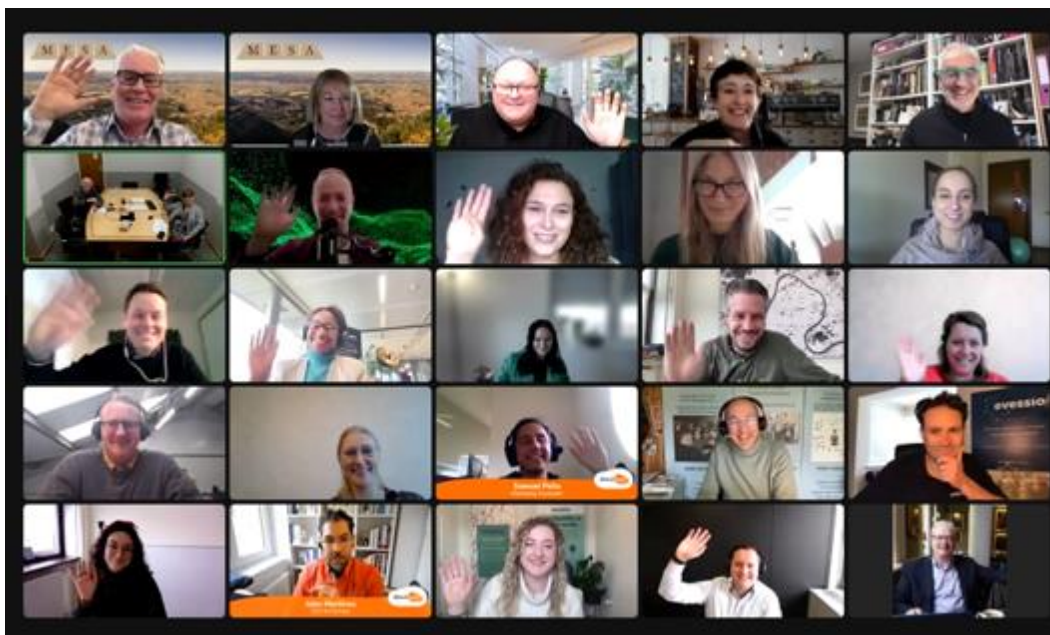
Thank you to our speakers:

Speaker: [Michael Jackson](#) - [The Other Michael Jackson](#)

[Bev Hancock](#), Conversational Leadership Strategist and Interactive Global Speaker

[Patrick Delaney](#), Managing Partner, [SoolNua](#)

Host: [Gordon Glenister](#) - Speaker, Author, Podcaster & MESA Director of Communications



NEXT MEETING:
MESA MONTHLY MEMBER MEETINGS (4M's) 1400 GMT / 1500 CET:

18th April - Making the Event Industry Sustainable for ALL Generations

We look forward to seeing you there!

[MESA Events page](#)
MESA MONTHLY MEMBER MEETINGS (4M's)

Remember: You are in the MESA Community Platform (Intranet wall)

- For general access and content
- To be connected and hear about events
- To get to know MESA and the community
- **Please post content and connect with each other**

[Please connect to our LinkedIn page](#) Thank you, MESA MEMBERS!

ADDITIONAL INVITE – Before our April MESA 4M – why not join the [Evessio sustainability event?](#) [Evessio](#) has launched a sustainability campaign to separate facts from fiction and to lead the way in the events technology industry by providing information on sustainability best practices in events and awards. Kicking off the campaign is a free-to-attend digital **LUNCH & LEARN for event organisers: Making your events more sustainable.**

Date: Tuesday 18th April 2023

Time: 1pm GMT

[Register here](#) / [More information on the event](#)