



MESA Monthly Member Meeting (4M)

Thursday 31st August

Return on Emotion - Crafting experiences that drive profitable connections

Thank you for attending the August MESA Monthly Member Meeting (4M) recently. Thank you to [Richard John](#), COO of [Realise.Me](#), MESA Member, for hosting and moderating.

Our session included 5 valuable snippets in 5 minutes “My 5 top learnings on company culture - How we get our young employees to stay with our company longer” from [Martin Klöfver](#), Founder & Head of New Markets – [Trippus Event Solutions](#), MESA Member.

1. We focus as much on personality as on formal skills when recruiting
2. We involve the whole team in changes, important decisions, and social activities
3. We give responsibility - and power to make decisions
4. We recruit internally to senior positions
5. We wish them the best of luck and welcome back if they would decide to leave

Main topic: Return on Emotion: Crafting experiences that drive profitable connections with guest speaker [Liz Lathan](#), Co-Founder of [The Community Factory](#). In 2021, when Liz was at the creative agency Haute, they conducted a research study to uncover which emotions must be evoked in events to drive an environment where participants want to do business with each other. What are the emotions that will create the connections we want and where you have a genuine connection? The FIVE emotions that you need to elicit for profitable connections: **HAAAM**

1. **Hopeful** – where attendees feel like tomorrow will be better than today from the things they've learned or the people they've met
2. **Adventurous** – where you can get out of your comfort zone
3. **Active** – where you can contribute with confidence
4. **Accepted** – where you have a sense of belonging
5. **Motivated** – where you feel energized with a call to act

Remember the Disneyland Pluto story – Ella is in the room and felt a sense of adventure waiting to see Pluto (serotonin and dopamine released) / there is a conflict (has Pluto remembered her?) / “Of course, I remember you!” – there is a bond and acceptance / it made Ella happy and motivated.

1. What's the #1 thing you want when you go to events? (Single Choice) *

20/20 (100%) answered



The 3 A's (the meat) – most of them are missing in our events.

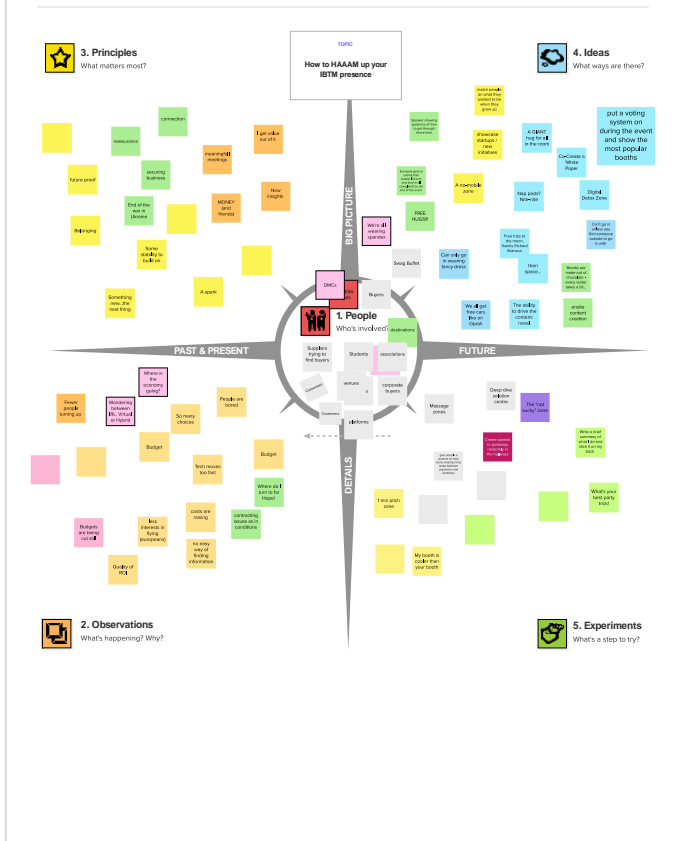
Attending an event should feel like a gift we are receiving.

What emotions work? What emotions do you want to feel at events?

Will they feel a sense of belonging from the beginning to end?

- Designing programmes for **Return on Emotion** (Because ROE drives ROI)
- Designing your presence at upcoming industry events using these **formulas to create profitable connections**

Our Innovator's Compass for IBTM



5 pillars of community: <https://www.thecommunityfactory.com/communityenablement>



Community is about content – but WAY more about PEOPLE

Top 10 outcomes from the session:

1. Learn which emotions you need to evoke to drive business
2. Understand how to design for Return on Emotion
3. Learn how to design programs for greater connection
4. Define "community" for you
5. Determine if you should start or join a community
6. Learn how to be a great community member
7. Explore ways to enhance your event presence
8. Create ways to help event organizers design for more connection
9. Get help with something today
10. Help someone today

Please [complete our short post survey](#) to let us know what you thought about the event!

Additional Information

[Medium – Emotional ROI as a key performance indicator](#)

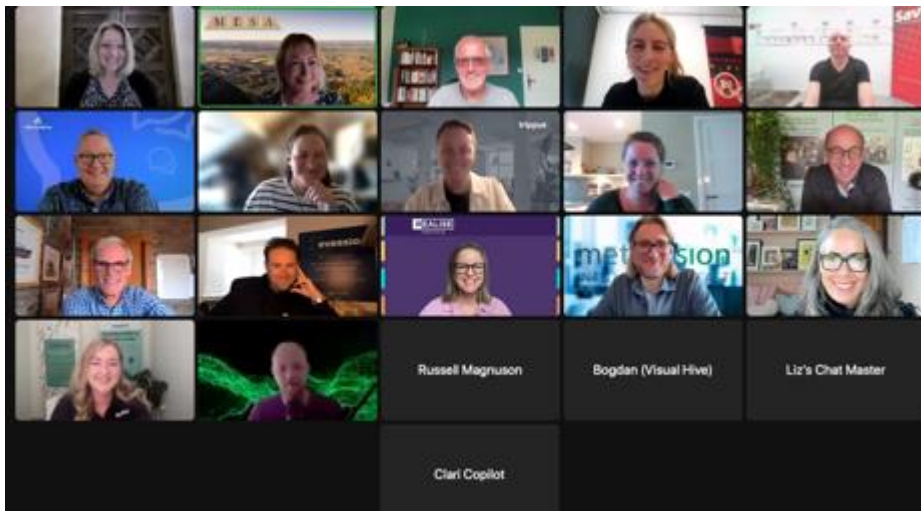
[Sinch – ROI – How emotional connections drive greater results](#)

Thank you to our speakers:

Host/Moderator – to [Richard John](#), COO of [Realise.Me](#), MESA Member

[Martin Klöfver](#), Founder & Head of New Markets – [Trippus Event Solutions](#), MESA Member

Guest speaker: [Liz Lathan](#), Co-Founder of [The Community Factory](#).



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

26th September

We look forward to seeing you there!

[MESA Events page](#)
[2023 MESA MONTHLY MEMBER MEETINGS \(4M's\)](#)
[2004 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!