M E S A

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.

 What's the #1 thing you want when you events? (Single Choice) * 20/20 (100%) answered 	ı go to	The 3 A's (the meat) – most of them are missing in our events.
Education	(3/20) 15%	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?
Inspiration	(8/20) 40%	
Free drinks	(0/20) 0%	
New business/connect with clients	(8/20) 40%	
To sightsee on my company's expense	(1/20) 5%	

Designing programmes for Return on Emotion (Because ROE drives ROI)

Designing your presence at upcoming industry events using these formulas to create profitable connections

Typical events do not allow for easy meaningful connections and include:

- Going into a large lecture theatre with a stage in front
- Then a large roundtable lunch where you can't speak to all the table guests
- Then walking to different booths and kiosks
- Being cow-herded into windowless ballrooms

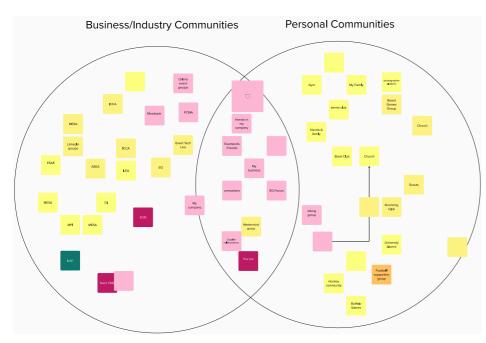
IMAGINE AN EVENT WHERE:

- We focus on the **PEOPLE**
- Badges could say just the first name (when you remove the name and the title magic happens!)
- There is an event promenade where people introduce you to each other (event wingmen)
- Breaks and evenings there is a choice of off-site 'adventures' (fancy dress?)
- The whole event is designed for **CONNECTIONS**

The 5 Cs of Connection create the core emotions and drive busines:

- Care
- Collaborate
- Co-create
- Converse
- Connect

If we don't care, it will show and come across in our events. Find out how we can collaborate better with e.g., event producers for your event. Sharing a personal experience connects us. Connections are personal – business is personal.



What communities can you get more involved with?

Can you get more involved in supporting each other?

Exploring community within this construct - what is it, how can you be a good community member? (A little Mural board exercise)



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



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

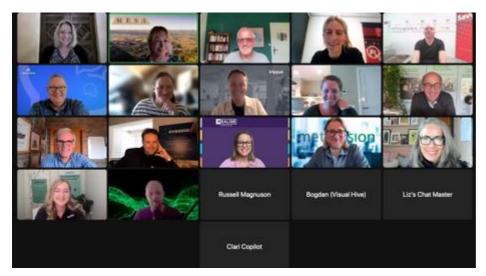
Please complete our short post survey to let us know what you thought about the event!

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 <u>Richard John</u>, COO of <u>Realise.Me</u>, MESA Member <u>Martin Klöfver</u>, Founder & Head of New Markets – <u>Trippus Event Solutions</u>, 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!