



MESA Monthly Member Meeting (4M)

Tuesday 18th April

Generational Gaps

Thank you for attending the April MESA Monthly Member Meeting (4M) – and a big thank you to [Sébastien Braun](#), CEO & Founder of [idloom](#), **MESA Patron Member**, for hosting and moderating. Thank you also to [Dominique Dirx](#) of [Savvy](#), **MESA Member**, for the MESA Pledge reading!

Our session included 5 valuable snippets in 5 minutes - Multipliers: “5 ways to make everyone around you smarter” - from [Jelmer van Ast](#), CEO - [Conference Compass](#), MESA Patron Member.

Diminishers are leaders who drain intelligence, energy, and capability from the people around them / **Multipliers** are leaders who use their intelligence to amplify the smarts and capabilities of the people around them.

Multipliers:

1. Are Talent Magnets, not Empire Builders
2. Are Liberators, not Tyrants
3. Are Challengers, not Know-it-all's
4. Are Debate Makers, not Decision Makers
5. Are Investors, not Micromanagers

Based on [Multipliers by Liz Weisman](#).

Main topic: **Making the Event Industry Sustainable for ALL Generations** from Generational Communication expert [Alastair Greener](#), Communications Speaker & Consultant, Event MC and TV Presenter – [PresentYourself.co.uk](#). We looked at the 4 generations in the workplace and how they view the event industry, as well as how much the events industry is changing which gives a cocktail of massive change. **Understanding different generations will help us connect better.**

[Pearl S Buck](#) made a statement in the 1960's (baby boomers) **“The young people of today think nothing but themselves. They are impatient and talk as if they alone know everything”**. The attitude to the younger generation has always been the same and the older generation has always been less accepting of the younger generation (not the other way round). In the events industry **we only really look at 4 generations:**

Gen Z (1997-2011) Ages 12-26

- Entering the workplace and making their stamp
- 32% of the global population
- First fully digital generation – they grew up with it; it's part of their DNA - social media has a big impact in their lives and want immediate feedback ('am I getting those hits?')
- They are holding us to account, and are more competitive
- Plagued by **FOMO** (we can use this!)
- 65% like to communicate online but NOT when they are at the office – they like to meet in person
- Not aware of our pre-covid industry and what it looked like – spend time with them to help them understand

Gen Y – Millennials (1981-1996) Ages 27-42

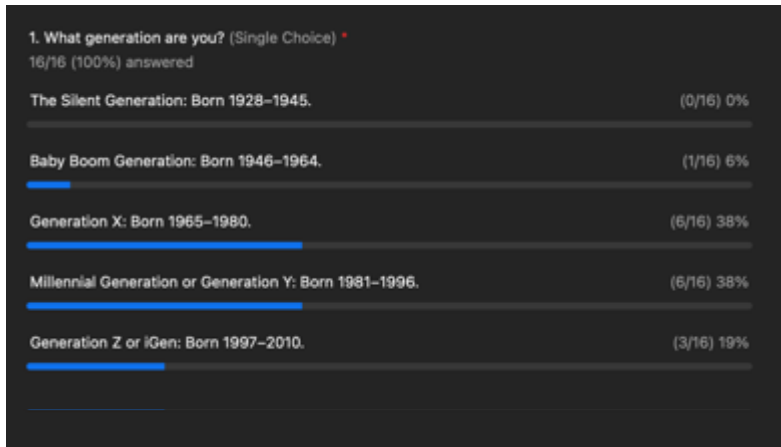
- Having children (alpha)
- Management roles in industry
- They thrive on co-operation and teamwork – they like to collaborate
- They act as a 'bridge' between X and Z generations
- Some conflict between Y and Z generations
- Majority do not answer phones (time consuming) – but like social media (they learnt to live with it) and instant messages

Gen X (1965-1980) Ages 43-58

- Self-reliant
- Adapted well to technology / like email best
- Can seem blunt / direct to younger generations – they just like to get things done, and fast

Baby Boomers (1946-1964) Ages 59-77

- Coming to the end of their working life – but it is a mistake to think of them like this – don't make assumptions that they are on their way out – they can bring a different dynamic and wealth of experience



Generations Evolve – There are trends around these generations and ‘Generational Circles of Influence’ but we should think about people as individuals. How can we get these 4 generations working together?

Tangle your teams – you will get a better result as you will get a better perspective. Every generation has been scared about what’s coming up in the next generation, but **we evolve**.

Create FOMO in the events industry to make it exciting.

Top 10 tips on how to improve generational communication in the events industry:

1. **Create FOMO** (Fear of Missing Out) to **Combat HOGO** (Hassle of Going Out) – to reinvigorate events
2. **Comprehensive Communication Channels** – by using many different styles
3. **Tangle Your Teams** – by mixing generations within your teams
4. **Embrace Evolution** – and encourage forward thinking
5. **Inclusive Language** - that works for all generations
6. **Training and Development** - for all generations
7. **Create a Culture of Curiosity** - that encourages different thinking
8. **Follow Up and Feedback** – with timing and frequency adjusted to the individual
9. **Mentorship and Reverse Mentorship** - to help understanding & appreciation
10. **Fun and Flexible** – to improve the work environment

Additional Information

[Multipliers by Liz Weisman](#)

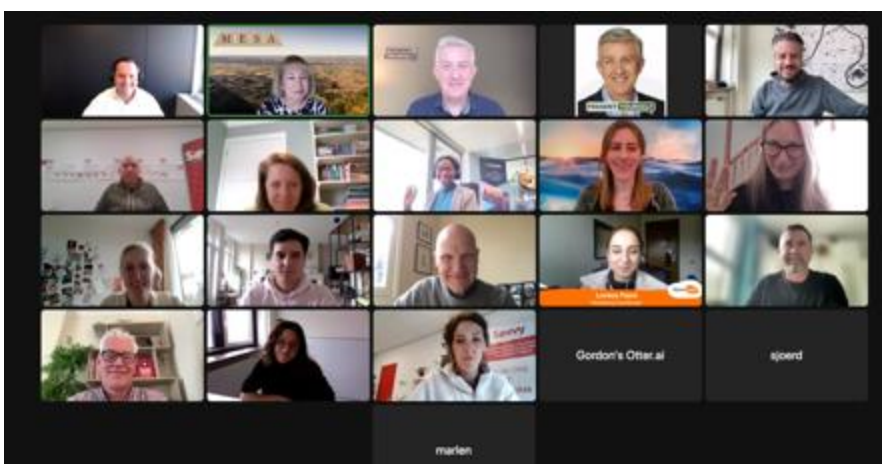
[Reverse Mentoring – LinkedIn Post by Alastair Greener](#)

Thank you to our speakers:

Host/Moderator – **Sébastien Braun**, MESA Patron Member, CEO and Founder - [idloom](#)

Speaker: expert [Alastair Greener](#), Communications **Speaker & Consultant**, Event MC and TV Presenter – [PresentYourself.co.uk](#)

[Jelmer van Ast](#), MESA Patron Member and CEO - [Conference Compass](#).



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

30th May

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!