



## MESA Monthly Member Meeting (4M)

Tuesday 22<sup>nd</sup> February 2022: Event Psychology

Thank you for attending the February MESA Monthly Member Meeting (4M) recently. It took place on 2/2/22 - <https://theconversation.com/happy-tuesday-why-numbers-like-2-22-22-have-been-too-fascinating-for-over-2-000-years-176093>

Some great ideas and content were shared:

**5 x 5: 5 valuable snippets in 5 minutes** MESA Member – [John Martinez - Shocklogic](#) - '5 things we've learned from two years of WFH' - Some key points that came out of John's presentation were:

- Looking after your mind inc create daily routines and stick to them
- Can create the opposite to an active lifestyle – build activity into your day
- Define boundaries with the people you share your home with
- Important to set up your workspace (eg have the right furniture)
- Get the most out of your technology – check connections and let others know when you are going on a call or need bandwidth

You can find the ebook on 'Working from home' here as well as other useful eBooks eg Wellness in the Workplace <https://sites.shocklogic.com/flipbook/bookshelf.php>

Book recommendation: [Atomic Habits – James Clear](#) (Tiny changes, remarkable results)

**Main topic: Making your event service more attractive with event psychology - Guest speaker [Victoria Matey](#)**

Experiences take place in people's minds. Use event psychology to:

- Improve your service without changing its features
- Help your clients deliver better experiences
- Increase team performance

**What is the psychological value of a product or service?**

How has iPhone become such a desirable object – what did they do? They were addressing people's inner motives eg – I want to stand out / I want to feel good about myself / I want to belong

**Address inner motives and desires**

We cannot solve problems with logistical tools – behavioural solutions are more efficient. An example was given – when planes and trains arrive on time, we are happier. It's not because they are punctual – it's because of the **certainty**. If they are late, we have a feeling of 'uncertainty' eg we won't be able to make that connecting flight.

**Use psycho-logical tools to improve your service**

When we tackle the root cause of something – it's often behavioural. Tell the reason. Keep your customers minds busy. All that is required is to say a few words that keep people happy (eg flight announcement to say the flight is 10 minutes delayed). **A case study** was provided at an airport after complaints about how long people had to wait for their luggage collection after landing. The outcome was the reason was people had a 1-minute walk to the luggage carousel and a 7-minute wait for their luggage. By changing the gate, people then had a 6-minute walk and 2-minute wait and were happy.

### **Framing & Cognitive Bias**

Decisions are influenced by what is presented (do you want to buy an 80% fat-free yoghurt or a 20% fat yoghurt? - They both mean the same thing, but one will sell better than the other!). Understanding this is essential to how you promote to your customers.

### **Being Human**

- Human touches instantly are recognised and appreciated
- Exceed expectations
- People buy from people

### **Engagement**

Technology is not the problem – it is how it is being used – it is behavioural. Educate clients with brainy tips and trainings, humanise your tech support and check the framing of your client communications.

### **Your Team**

Your business is as good as your team. Victoria spoke about cognitive diversity in a team produces better business outcomes and 20%+ innovation / reduced risk by 30%. High cognitive diversity leads to better performance. Often companies with teams that have similar views may not be able to develop different options. Re-group people who are not like-minded and cherish someone that challenges ideas and encourage different perspectives.

### **Your Events**

A lot is about observation and observing your attendees and how they behave as well as observing team members and letting them be and share.

Eg Queues at Disney World – they pay attention to the details and provide entertainment for whilst you are in the queue – it keeps you happy/content.

We are human – when we normalise this, we have a more friendly environment.

**Experience takes place in people's minds – so you can use those insights to make your event service more attractive**

### **Victoria Matey Contact Details**

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### **EVENT PRE-SUMMARY**

Experiences occur within people's minds - not online or live, but inside their heads. Psychology and behavioural science provide insight into what really drives people's behaviour and thinking.

It's also true that "if you're in business, you're in the business of behaviour"; events are a people's business like no other. Understanding behaviour will therefore help us make a far greater impact. The application of scientific findings to event design and event tech services can help solve a variety of challenges, from community building to engagement to event tech adoption. By applying event psychology, event professionals can make their service more attractive without adding more features, increasing budgets, or putting in more effort.

**NEXT MEETINGS: On Tuesdays**

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

- 29<sup>th</sup> March
- 26<sup>th</sup> April
- 24<sup>th</sup> May (31<sup>st</sup> UK Bank Holiday / IMEX Frankfurt starts)
- 21<sup>st</sup> June (TMS following week)
- 26<sup>th</sup> July
- 30<sup>th</sup> August
- 27<sup>th</sup> September
- 25<sup>th</sup> October
- 22<sup>nd</sup> November (ibtm following week)
- 13<sup>th</sup> December

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 <https://www.linkedin.com/company/meetings-events-support-association/>

Thank you, MESA MEMBERS!

