



## MESA Monthly Member Meeting (4M)

Tuesday 30<sup>th</sup> August

**Customer Engagement:** Understanding your client's needs in confusing and difficult times

Thank you for attending the August MESA Monthly Member Meeting (4M) recently. Thank you to [Jelmer van Ast](#) for the MESA Pledge reading! **Our session included 5 valuable snippets in 5 minutes also from [Jelmer van Ast](#) "5 key steps to creating a supportive and empowering environment in your business, personal and family life"**

1. Understand the Drama Triangle and how shifting between the roles is a major cause for drama in business and private life
2. Recognise when you are being the Hero, and change your mindset to become a Coach: asking questions rather than giving advice
3. Recognise when you are being the Villain, and change your mindset to become a Challenger: encourage rather than criticize
4. Recognise when you are being the Victim, and change your mindset to become a Creator: focus on the desired outcome rather than on the problem
5. Apply this in work and private life: see for yourself how you will be creating a more supportive and empowering environment

Look at the slides posted on the MESA Community Platform for the complete model and more tips to change your behaviour!

Through the pandemic we changed the way we do things drastically. What was taking us so long before to do some of these things and why were we procrastinating? We can achieve an immense amount whilst under pressure to do something quickly.

**Key notes** - We should reflect as an industry on what comes next, build new services, develop new practices, and establish what good practise looks like, for every kind of 'event'. If we are serious about adapting, developing, and transforming, we should be listening to our clients even more intensely than before and not holding back from challenging *their* assumptions as to **what they need now**.

**What are our new learning techniques?** - What are the risks? Compare [Yves Rossy](#) who launched the Jet Wingpack which took 15 years to develop v [Jackass](#), a reality show with a team that take sudden risks upon thinking of them – created on the spot – very risky! Planned risk with uncertainties and contingencies in place that can lead to incremental value increase are worth it - compared to a 'risk' that is not thought through.

Clients want to know they are in safe hands. Sometimes it's all about confidence and you should just do it. Clients may want to test new ideas on smaller events first before launching to a larger event.

Consider the risk of not doing anything at all v the risk of doing it. You must be utterly confident in what you are proposing. Get your customers to extend their thinking and perhaps doing something differently. Many clients are risk adverse – get them to go on a journey with you and get the ideas / collaboration going. What could you do in 15 minutes to change their perception?

Reflectors need more time (to think, to write down). They don't ask questions in an event (normally it's the same 4 or 5) – give them a platform to ask questions and for their input. What are the touch points / gaps to monitor the process? Be active and aware of what is going on. Manage expectations

## Customer Engagement

### Understanding your client's needs in confusing and difficult times

Your experience, what are you key learnings?	Customers: What has changed for them?
New opportunities through design, format and tech	Challenge, adapt, build and learn

**Technology** - What have we learned during Covid about technology? Has event technology, collaboration and decision-making technology come of age, or are we still shoehorning the wrong tools into our event design?

The technology element has moved from 'nice to have' to 'must have'. What does the client need? Find out before we go to the technology – look at the purpose of the event and then propose.

**Add your thoughts to the online collaboration tool** - We were invited in the meeting to contribute your insights and questions with the Online tool on key areas of Customer Engagement – [this will be kept open until 9<sup>th</sup> September – please feel free to contribute](#)

Thank you to our guest speaker and moderator – you can also connect with them here:

**Host/Moderator [Gordon Glenister](#)** - Speaker, Author, Podcaster & MESA Director of Communications  
[gordon@themesa.community](mailto:gordon@themesa.community)

**Guest Speaker [Steve Bather](#)** - Facilitator, Coach and MC at Realise (Europe) Ltd  
[stevebather@realisegroup.com](mailto:stevebather@realisegroup.com)

**NEXT MEETINGS: On Tuesdays**

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

- 27<sup>th</sup> September - **Adapting to change and finding the ability to adapt**
- 25<sup>th</sup> October - **How can you be more effective?**
- 22<sup>nd</sup> November (ibtm following week) - **Finding a mentor and being a mentor**
- 13<sup>th</sup> December – **Xmas Quiz with Prizes!**
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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!

