



MESA Monthly Member Meeting (4M)

Tuesday 25th June

Unlock the Magic for The Result You Want!

Thank you to [Clare Forestier](#), Event Host/Moderator, [Clare Forestier Event Host](#), MESA Member, for the MESA Pledge reading.

Thank you for the E-Book Express Showcase by [Richard John](#), COO of [Realise](#), MESA Member. These are available in the Community Platform – [Trends, Reports, Videos & E-Books](#) (Files / E-Books / 4M's / June 2024) or click on the direct links below:

1. 75 Smart Productivity Hacks <https://mesa.wall.idloom.com/#/filelastversion/2218>
2. Event Planners Guide to Stress Management <https://mesa.wall.idloom.com/#/filelastversion/2223>
3. Event Design Handbook <https://mesa.wall.idloom.com/#/filelastversion/2220>
4. The Evolving Landscape of Conference Design <https://mesa.wall.idloom.com/#/filelastversion/2219>
5. Re-Thinking Your Post-Event Surveys <https://mesa.wall.idloom.com/#/filelastversion/2221>

Overview <https://mesa.wall.idloom.com/#/filelastversion/2222>

Thank you for the 5 snippets in 5 minutes "5 Reasons why a solid introductory video is essential" from **Michael Jackson**, Global Conference Presenter, [The Other Michael Jackson](#), MESA Member (Delivered by Video!).

1. First Impressions Matter
2. Effective Communication
3. Enhanced Engagement
4. Brand I.D and Story Telling
5. Wide Reach and Accessibility

You can view the slides in the MESA Community – [MESA Events – Summaries & Slides](#) (Files / 4M's 2024 / June) – [Direct Link to snippets slides](#)

The main session was about "Unlock the Magic for The Results You Want!" with guest speaker **Bev Hancock**, Strategic Facilitator, Executive Coach, Interactive Global speaker and Engagement Strategist of Bev Hancock - **Lead Through Conversation**. The session was moderated by [Richard John](#), COO of [Realise](#), MESA Member.

How do we ignite our events? How do we make it different?

- On the change journey, we need to answer two questions – **Where am I now? Where do I want to be?**
- What behaviour are we seeing? What drives behaviour and what belief systems are driving this behaviour of why organisers won't change the format they have always worked with?
- What is the belief system that must change where delegates go 'wow' – that was a magical experience?
- What is the behaviour we want to see?
- We want more opportunities for people to engage and converse in peer-to-peer conversations - organisations don't want to get a new "content model" – they take the easy way to keep doing the same thing e.g., education on a stage with little interaction with the audience.
- Organisations are driven by their exhibitors and sponsors - there are also time constraints from organisers – their staff is reduced, and they have more events to run – change is therefore difficult

IDEAS FOR CHANGE

- Sit in a circle of chairs and have a conversation versus zero interaction with a speaker on the stage with a mic
- How do we make the change on the show floor itself? You could have an area where delegates are putting post-it notes up of what they want to hear about and then ask an exhibitor to lead that conversation/discussion
- Everyone expects a transactional activity at a tradeshow – have collaborative workshops to look at problems in the industry and not go with a sales hat on
- Create activities to have people do something together
- Can we make our own booths a conversational zone?
- Get organisers on a call and get Bev involved and some members – we want organisers to trust us

What is the belief we need to shift and what courageous decisions do we need to make?

- Conversational magic – create a vision of what we can change in our own space - what belief we change and what outcomes will we see
- New is scary
- Walk the journey with them – the experience is the magic
- When you change the experience – you change the results

Summary

1. To unlock the magic in our events, we must break the thinking and behaviour patterns of the past
2. We start with a deeper understanding of where we are and what behaviour contributes to our current experience
3. We try to change behaviour by changing habits through repetitive behaviour – we need to go deeper
4. Taking time to understand the internal beliefs that drive what we believe to be true is the key to unlock the behaviour we want
5. Our beliefs are formed through our experience – what in our current experience is creating the result we want to change?
6. The quality of the leadership and thinking we do before the event and behind the scenes is the secret sauce to reimagining the experience
7. Be clear on the behaviour you want to see from your delegates and your team
8. Take time to understand what shift in belief is required – articulate these clearly
9. NOW redesign the experience that will build those beliefs
10. Ignite the Magic through Meaning, Autonomy, Growth, Impact and Connection

You can view the slides in the MESA Community – [MESA Events – Summaries & Slides](#) (Files / 4M's 2024 / June) – [Direct link to TOP WAYS TO UNLOCK THE MAGIC TO GET THE RESULTS YOU WANT!](#)

You can view the slides in the MESA Community – [MESA Events – Summaries & Slides](#) (Files / 4M's 2024 / June) – [Direct Link to Bev Hancock's slides](#)

[Please provide your feedback on this session – we would love to hear what you say!](#)

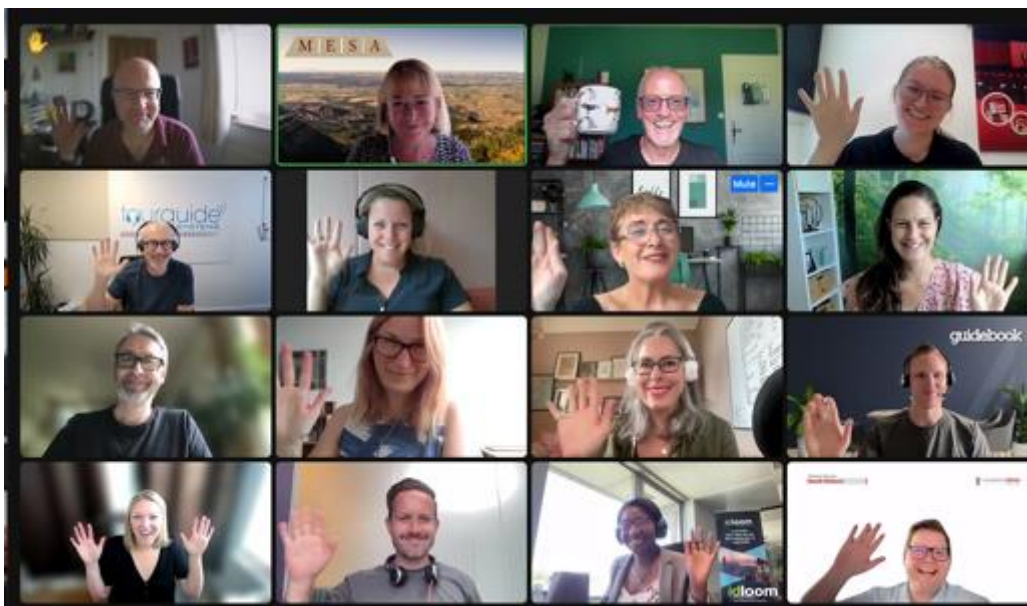
Post-event question: What will you do differently to shape the experience? – [SUBMIT HERE](#)

Thank you to our speakers:

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

[Michael Jackson](#), Global Conference Presenter, [The Other Michael Jackson](#), MESA Member

[Bev Hancock](#), Strategic Facilitator, Executive Coach, Interactive Global speaker, and Engagement Strategist of Bev Hancock - **Lead Through Conversation** - Bev is a conversational catalyst who believes we build our future success one conversation at a time and that we hold a magical and wise truth in the language and practice of UBUNTU – an African philosophy that means "I am because we are". As a strategic facilitator and interactive global speaker, Bev energises the delegate experience by drawing their voice and expertise into the conversation. There has never been a time for leaders to communicate with compassion and power. It is Bev's transformative purpose to bring these skills to the world.



NEXT MEETING:
MESA MONTHLY MEMBER MEETINGS (4M's) 1400 BST / 1500 CEST:
Thursday 25th July:
MESA Summer Networking with [Sam McNeill](#), General Manager (UK/Europe) of [SongDivision](#)
[PRE-REGISTER NOW!](#)
We look forward to seeing you there!

[MESA Events page](#)
[MESA MONTHLY MEMBER MEETINGS \(4M's\)](#)
[Please connect to our LinkedIn page](#)

Thank you, MESA MEMBERS!

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**