

## The Explosion of Experiential Meetings

For many, the connection between their work and home lives becomes increasingly unclear and having a schedule of back-to-back meetings can make it more complicated. Keeping the attention of attendees through activities they find individually enjoyable or rewarding is one way to guarantee an engaged meeting. The importance of hosting business events in an interactive and meaningful way for attendees has become a new trend in the industry.

Enter... the Experiential Meeting Experience.



Experiential meeting design evolved from human-centered meetings. It is a type of meeting that puts attendees and their individual needs first. Experiential meeting design engages guests in personal ways and evolves them more over time.

One of the key ways experiential meeting design differs from other meeting approaches is that they start before the meeting even begins and continues well after it ends. Most events follow a natural course of planning from initial conversations to post-event survey reviews. With experiential meetings the agenda design incorporates several additional steps into the attendee's experience during the meeting.

As part of the experiential process, meeting planners and their stakeholders decide how they want their guest to experience each stage of the meeting. Adding experiential elements doesn't have to mean a big effort or a big budget.

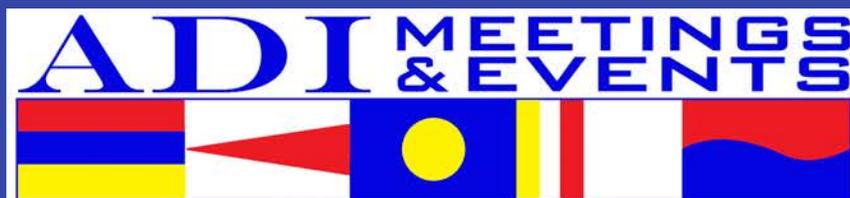
Experiential meetings can be as simple as how you set a room or stage making a more participatory experience for your attendees. It's about participants getting up out of their chairs, getting involved, and interacting. Just adding a simple stretching or breathing exercise to your meeting can help reinforce work-life balance. An experience could also take the shape of a scavenger hunt around a well-known neighborhood or landmark that lets attendees see a place through a new lens.

Sometimes experiential can be "just for the fun of it," but having elements that tie back to a deeper meaning or goal is possible. For example, having an active icebreaker is a way to foster networking and build community. Encouraging your attendees to make their own music or art is about unleashing creativity and driving innovation forward. Participating in a wellness activity is about creating a healthier mindset on and off the job, and so on. This is where experiential learning goals and vision of your meeting.

Another powerful practice is hosting a "Give Back" experience. Providing ways for people to give back in the context of your meeting can be super inspiring.

Giving attendees a call to action, such as having them bring in an item to be donated as part of your organization's dedication to a social issue or local need. To engage attendees in community service consider adding a group volunteer activity at a nearby soup kitchen or food bank to your agenda. Experiences and Results are two small words that mean everything when it comes to a successful event with meaningful outcomes. To accomplish this, you need to continually create experiences that make an impact. Looking at what can be done from an engagement perspective and create tactics to drive greater interest is how an experiential meeting design begins.

ADI Meetings & Events is ready to begin working with you to create an engaging experience your guests will never forget. Let's chat!



### Examples of Experiential Meetings:

- > Culinary teambuilding events
- > Using sights and sounds in the room - calming or pulsating music, essential oils known to relax or invigorate
- > Lounge settings in place of traditional meeting room settings. Think lounge furniture and oversized floor pillows instead of tables and chairs for a unique setting
- > Campfires and s'mores in place of high-top tables and bars

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