

# Meeting Support Institute

## Meeting Content Conference

Frankfurt, 20 April 2007

Results from: [Crystal Interactive](#)

### 1 Questions for Maarten Vanneste

- Is the analogy with a publishing company not more appropriate the architect?

*I think there is analogy with publishing as well, the Publisher generating content and the Printer printing the publication. On the other hand is the work of the architect in constructing a house after the analysis and design phase somewhat more intense, diverse and certainly more practical.*

*The publishing company has different people for different things (writing, advertising, lay out, etc) and the architect is mostly only one person.*

*The publishing company is a company that has a certain degree of independence, while the architect works for one person that pays him direct.*

- What is the difference between technological and technical?

*I got this question before and **I have a few examples:***

*Technical is sound, Technology is Cyber Cafe.*

*Technical is truss construction, Technology is Crystal.*

*Technical is the speaker desk, Technology is PowerPoint.*

*Technical is pipe & drape,*

**And my definition:**

*Technical is anything you can touch and is NOT connected to a computer.*

*Technology is anything that is connected to, based on, results from a computer.*

- The theory is good but how to convince your board to allow somebody else to get involved with the content?

*That is going to be a process that may take time and a diplomatic approach.*

*First we need to become true meeting architects that know a lot about meeting content and meeting support.*

*Then we can talk to the board (content owners/meeting owners) and have intelligent and innovative answers to all their needs. Only then we may move up a bit to the level where we even help them to see there are more and other objectives than the ones they have in mind.*

- Is there an actual example of a completed MSI matrix that you can share?

*There is one in the conference bag and anyone that requests one at [Maarten.vanneste@abbit.be](mailto:Maarten.vanneste@abbit.be) will get one.*

- Is a post grad degree viable?

*I believe anything from a certification course to a masters or a PhD is viable, somewhere in the future.*

- Can we help choose the disciplines from Westminster?

*I welcome any contribution in the list of topics we feel are necessary to build the profession of meeting content manager or meeting architect. Please send all your ideas to [Maarten.Vanneste@MeetingSupport.org](mailto:Maarten.Vanneste@MeetingSupport.org) and I will group them in a folder for future work in a committee.*

- On which term would you like to organize the master?

*I would say ASAP, but frankly I have no idea how long it will take to get to that point. Surely it will take a few years to develop such a new course and procedures will need to be followed. I assume a summer or winter course is already in the making, and that will be another stepping stone towards further course development.*

- Does outsourcing tasks make sense?

*I understand outsourcing and insourcing come and go like economic cycles. Any company or manager can decide on that, and like with the meeting logistics planners, some is insourced (corporate planner, association planner) and some is outsourced (PCO, DMC, Agency ...).*

- How many days will we be given to complete questionnaires if, for example, we will not be available to do so for a few days?

*All surveys will be open for a few days and late replies will be included too.*

- Why must content management be so expensive?

*I feel the Meeting Content management itself is not necessarily expensive. A normal, hourly consulting fee will do. Executing the meeting with a lot of good meeting support may become more important and therefore add to the cost. When done well, it will also directly impact on the meetings objective, increasing the ROI and become a profit centre rather than a cost.*

- What about speakers?

*Speakers are clearly an important tool to support the meeting objectives. Selecting them is an important task in which the Meeting Content Manager or the meeting architect can be part. The Meeting architect could test them, help them, train them and evaluate them for next the conference.*

- What about facilitating and process?

*These are certainly crucial parts of any conference. Knowing where to find the best facilitators for a certain meeting is crucial. Facilitators are one of many tools in the meeting architect's hands, like actors, music, technology, etc.*

*Understanding the social, intellectual, educational, psychological and other processes that take place at meetings between people is even more important and based on the key objectives (after analysing) and understanding these processes, a meeting architect can design a meeting using the best tools available (with or without facilitators).*

- Are we sure that a meeting content specialist can work independently from the meeting architect, and vice versa?

*These are two words for the same profession. However if a meeting architect is part of a company that provides services, you probably get some bias there. Like with a construction architect that works for a construction company. Up to you to select the independent architect or a service company that comes with one.*

- What about measuring the experiential/attitudinal change?

*If possible we should measure all the way up to ROI (level 5) but this application phase (level 3) would already be great.*

- Why another M(B)A?

*We feel the MICE industry deserves it and needs it. I am convinced this requires a separate 2 year course at least and a different skill set than the one needed for the business travel/ professional tourism profession. I believe the professional passion are oriented differently and are from a meetings standpoint, absolutely complementary.*

- Is content really important or are delegates rather going for meeting opportunities?

*(Assumption: With "meeting opportunities" you mean the networking amongst participants.)*

*Content is not just about 'the content to be learned'. Meeting content is about 3 focus points: learning, networking, motivation.*

*The job of the meeting content manager or meeting architect is to analyze what the key objectives of a meeting are. If most of them are about learning, the meeting needs to be designed and executed to do just that. If the objectives are mostly about networking (your 'meeting opportunities') then the meeting need to make that happen. In some meetings it's all about motivation so that's what one has to pursue.*

- Are we really open to new and innovative ways of learning?

*There are many studies, (see also Future lab in the MSI knowledge base) that took and take place experimenting with innovative and technological ways of learning. Much is to be learned here, but I am convinced that for future 'play Station generations' we need to include innovative technology to even just keep them awake.*

- What about the Epistemology to credit a new discipline in universities?

*I think it is a great idea we need to investigate and the people involved with that development will appreciate your help a lot!*

- Are you okay with another category on your matrix? (E.g. finance)

*If you mean Finance as the 4<sup>th</sup> category (a group of key objectives), besides Learning, Networking and Motivation on the Meeting Content Matrix, I have a double answer. Assuming that Finance here means 'making money for the organiser', I feel it is merely the driver from the organiser's perspective, and is a potential result for the organiser, not for the participant. In that sense it has no direct connection with the content of the meeting. If it is about teaching the participants to make money, you are back to education; you teach. And also into Motivation; you motivate, by the prospect of money, or the participants to sell more.*

- There is a lot of information, tools, technology out there and it's a fast moving world so both the meeting content owner and the meeting logistics planner need help from a meeting architect to reach the meeting objectives.

*Depending on how the meeting owner structures his team and allows a meeting architect in, it will clearly always generate the best results if the three parties work together on a meeting. Indeed things change rapidly, so a regular update, course will be a must for any meeting architect.*

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