

Meeting Support Institute

Meeting Content Conference

Frankfurt, 20 April 2007

Results from: [Crystal Interactive](#)

Breakout Session II – Learning (Salon 3)

Questions for Dr Rodolfo Musco

- **What about the cultural differences on perception of space?**
We can perceive the main difference in perception of “space” by observing the western “culture of no-contact” and the Arabic “culture of contact” (touch hands and shoulders, men walking hand-by-hand, etc.).
- **How important are different ages or levels of education?**
The “social bubble” is an archetype that is personalized by internal and external factors. Among the “internal” factors there is education. I.e.: a child who is allowed by the family to frequent interaction with other children, grows up modifying the borders of his/her “social bubble” in a more flexible way. This will push to easier social relationships.
- **Very good, you made us aware of many things that we know subconsciously but have to learn to use actively?**
It is important to know. We can, then, perceive at the due moment and manage “language”, “space” and “movement” in the more appropriate way in the specific situation. Signals that come from the sub-conscious are not easy to be perceived. Training may help, as well as the assistance of experts skilled in Psychology.
- **Can you give more tips on how to create a group bubble?**
*Group activities (such as brainstorming, role-playing, simulations, psychological games, group techniques) are very important. “Pen and paper” can be used, as well as new technologies.
Many individuals accept the concepts of co-operation and confrontation in a serene way.*
- **Methods for analysing the users needs before the conference/meeting?**
*Short personal interviews to a sample of prospect participants may reveal expectations and behavioural elements.
Questions on expectations put at the beginning of a meeting are also beneficial.*
- **How do you break the cultural bubbles in meetings?**
Culture cannot be expelled from our social life. However it is possible to push individuals behind their “cultural bubbles” by breaking their suspicions, mistrusts and the “fear of different and new” by methodologies that allow networking and co-operation among peers.
- **We have table disagreement about "gift" and "product" events needing more "bubble bursting"**
Participants convened to a “meeting as a gift” feel somehow “forced” to participate. This deserves special actions to “involve” them.
- **Is theatre better than round tables?**
*Each meeting is different from another. We cannot have round table for a large audience (let us say more than 100 participants). Round tables generate “groups and interaction”. People can discuss, share ideas, develop the “sense of us”, etc.
A basic rule of communication is the possibility to watch eyes.
Theatre allows to better express the para-verbal communication of the speaker and to generate emotions through A/V technologies.*
- **Danger of culture "clash", e.g. personal space, hierarchies?**
Be aware that going over the borders of a

social bubble does not mean to invade someone else bubble. It means “sharing” the space. Roles should be maintained. By knowing someone else limits, it makes easier to respect them.

The temporary transition from the “social bubble” to the “group bubble” does not mean to “break” the borders, but temporarily modify them.

- [How to motivate people to move to sit closer together in a meeting?](#)

By announcing group works and suggesting to choose their peers. The number of sits

should be closer to the number of participants.

- [What about Chinese bubble](#)

Prosemica in the Chinese culture is under special observation. When Chinese participants join international meetings, they may benefit from one or two “chaperons” to receive explanations and to be introduced to other participants.