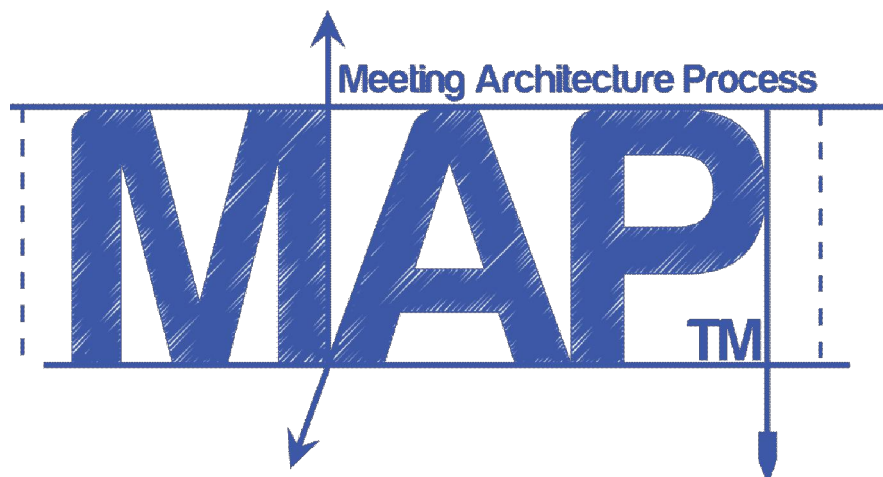


*“The process to increase meetings effectiveness”*



*“a powerful, applicable and practical tool I started to use right away...”*  
*Meeting Planner, New York*

# The process & techniques to create more effective meetings and a higher ROI

by Maarten Vanneste, CMM

## INTRODUCTION

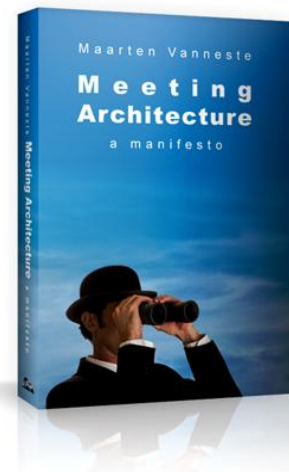


Meeting Architecture is the discipline of managing meetings on the content side, designing around meeting objectives; “the substance” of meetings. Meeting architecture is complementary to meeting planning which manages the meeting hospitality logistics, the environment or “the shell” in which the meeting takes place.

The book ‘Meeting Architecture, a manifesto’ by Maarten Vanneste has started a movement in the meetings and events industry.

The book envisions a new discipline and a certification for meeting professionals to empower them in matters of meeting objectives. With MAP™ meeting owners are welcoming specific help to maximise the results of their meetings.

The book envisions a new discipline and a certification for meeting professionals to empower them in matters of meeting objectives. With MAP™ meeting owners are welcoming specific help to maximise the results of their meetings. A number of basic steps and techniques help us to move ahead in the work with meeting owners. This course focuses on the basics and the main techniques from the book. It makes a complicated matter applicable through a series of steps in a simple procedure. You get to understand and use the Meeting Objective Matrix™, the Meeting Support Matrix™ as bundled in the MAP™ tool. Both matrixes are straightforward tools that facilitate the work with meeting owners. MAP™ is a 16 page bundle that help the meeting professional increase influence in the project management of meetings and events. It is the standard operating procedure for developing meetings based on objectives with measurable results.



## THE TARGET AUDIENCE

The participants in this one day course are a variation of meeting professionals and other professionals that have the desire to create more effective meetings.

Senior meeting planners, travel managers, procurement, marketing, HR, AV managers, producers, meeting designers, conference managers, associations, conference venues and other organisations.

## THE LEARNER OUTCOMES

- You will be able to use the MAP™ to help meeting owners to develop their meetings, based on objectives
- You will understand how to use the Meeting Architecture principles to gain impact and increase value
- You will expand your language to create valuable and credible conversations with meeting owners.
- You will expand your toolbox and discover resources to further your knowledge

## THE SCHEDULE

This is an example of how the schedule of the course can look like:

1. Introduction and history of Meeting Architecture and basics on ROI
2. Define Case: target Audiences, MAP™ team, production Team
3. Identification of meeting objectives, ranking
4. Formulate level 3 objectives (desired action)
5. Designing based on objectives, Chatty tools, Meeting Identity
6. Execution of the design, before during and after the meeting
7. Assessment Questions based on Objectives
8. Relevance and how to apply this



## THE TOOL

Every topic includes exercises, discussions and Q&A. Most important is working with the MAP™ tool and filling out the templates based on a case. Also round tables, plenary feedback and meta-plans are used to enhance learning. The book ‘Meeting Architecture, a manifesto’ is handed out at the course. This prolongs and improves the learning and empowers the students for their new and exciting tasks ahead.

## COURSE ELEMENTS

Meeting Architecture happens in 4 phases. These are the basis for course.



Identification of the meeting objectives with the meeting owner.

- Designing the meeting based on the objectives
- Executing the meeting based on the design
- Assessing the results versus the initial objectives
- What are meeting objectives and how do we classify them?
- What is the Meeting Objective Matrix™?
- How do we use part one of MAP™?
- Who do we involve in the process and what steps do we take when?



Designing meetings based on objectives is phase II

- Meeting support: What tools can you use to support the meeting objectives?
- What is in your toolbox? What different categories of tools and how to classify them.
- The sciences to investigate: What else do you need to
- Where can you find more tools? How do you learn more about them?
- What do you do and who do you involve in the design phase?
- Facilitating the design meetings: What is what is your role?
- The design presentation: what to present and how to involve suppliers?



The execution of the meeting starts before the meeting in two ways:

- Developing the design into concrete tool
- Meeting Identity
- Creative production
- Procure suppliers
- Deployment of tools and activities with participants and other stakeholders
- Before, during and after the meeting to support the objectives.



Assessment of results.

- The ROI methodology in a nutshell: Reference to the existing ROI methodology
- measuring versus objectives, up to level 3 and 4.
- Explaining the ROI basics to the meeting owner
- - Measurement tools and techniques
- Participant experience, change in attitude and behaviour.



## THE CASE STUDY

- Who are the participants?
- How many groups can we identify?
- What is the Meeting owner thinking?
- And what are all possible objectives?
- How do you get the meeting owner to let you in?
- Who is else is involved or should be involved?
- How do we map the meeting design to the objectives?



The case study really makes the training tangible.



One of the course teams in action creating meeting objectives. Dublin 2009



Discussion, feedback, Q&A, writing and thinking. San Diego, CA 2009

## Format

The presentations are short or chunked so each part has a few moments for discussion, reading, writing, case work, etc. The presentation takes place in a conversational mode leading to spontaneous questions, and immediate discussion. Table (Cabaret) set-up is a must: square or round tables with 4 to 7 participants per table. Besides PowerPoint slides, the paper documents are used so application after the course is simple. *A flip chart per table is handy for one exercise Or one flipchart for the whole group and tape so we can work on the walls. WIFI is good to have.*

## Book it

The standard contract includes the two day course by Maarten Vanneste and for every participant: one copy of the book, 5 copies of MAP™ and a certificate of attendance. Organising by associations or corporate at a flat fee of + travel, housing and expenses. Optimal is 25 per class. Calender [www.meetingArchitecture.com](http://www.meetingArchitecture.com) Contact: +32 1 444 88 33 (GMT+1) [info@meetingsupport.org](mailto:info@meetingsupport.org)



2009: MAP™ for Strategic Meeting Management Certification by NBTA in San Diego California, USA.

## Some references by participants:

The 90 minute class at MPI's WEC scored 97.27% favourable.

*"You're creating syntax for our industry. You are developing a system that will help producers and planners to place themselves in a position of being integral to their clients meeting development."*

Gary Pagano, MTV Networks, NYC Director of Special Events

Comments from the NBTA Class, August 2009 *"MAP™ is extremely relevant", and "I will use this to create a corporate wide SOP"*.

From Dublin course, September 2009, *"I will rethink company strategy, educate staff"* and *"I will Use MAP™ now in a developing program"*

Powered by:



Endorsed for Strategic Meeting Management Certification by:



MAP™ classes given:



Int. Conference,  
San Diego, CA



WEC,  
Salt Lake City, UT



ROI Week,  
Dublin, Ireland



In house training



In house training  
CA, USA



University  
Helsinki, Finland