



COPENHAGEN, 15-17 JANUARY 2012

**fresh**  
designing **effective** meetings



Denmark, Copenhagen, January 17, 2012

# FRESH AWARD



meeting support institute



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The inaugural FRESH conference took place in Copenhagen, Denmark from January 15 to 17 and had as one of its highlights the FRESH award.

The FRESH conference, organised by the Meeting Support Institute, explores the 'Design of Effective Meetings' and there is a strong focus on the tools and services that can help meeting owners achieve their meeting objectives.

A total of 15 tools and services competed for the FRESH award during the Toolbox Learning Lab sessions. These tools can be seen as forming part of the toolbox that the Meeting Architect draws from in order to perfect the design of meetings. The Toolbox Learning Lab is like a carousel where small groups of participants rotate from table to table where a short educational presentation introduces them to each tool.



The candidates present themselves to the FRESH participants and jury of the FRESH Award in the Toolbox Learning Lab.

The participants of the FRESH conference that took part in this learning carousel were the jury. Upon returning to the main meeting room, all of them were able to vote, giving each candidate points on pre-determined criteria. The two learning labs generated a standardised score for all candidates and during the conference's closing session, the winner was revealed. The jury consisted out of 40 jurors with a great variation in backgrounds; from corporate or association planners to meeting designers, producers, facilitators, etc. The process was led by Elling Hamso, the award Chair and Miguel Neves the vice Chair.



The electronic voting by the jury of about 40, with the chair of the Awards ceremony, Elling Hamso on stage.



The participants in the Toolbox Learning Lab were:

1. What's on?	A twitter wall / mobile information app	TY
2. TheO	A facilitation by Theatre group	H
3. E-touches	A meeting management system	TY
4. Amiando	A registration system	TY
5. Simon Wadell	A presentation manager	H
6. Whales On Waves	An Interactive iPad dinner game	TY
7. Kiss the Frog	Graphic Facilitation	H
8. ABBIT interactivity	Portable voting system	T
9. Klewel	Presentation Recorder	TY
10. Synthetron	Online, Large group brainstorm system	TY
11. beMatrix	Set construction system	T
12. accord event server	A portal server for multiple meeting tools	TY
13. Eventdrive	ROI based event management system	TY
14. Live Online Events	Online / remote participants moderator	H
15. Meetovation	Methodology for meeting effectiveness	C

In the CHATTY categories of tools (Conceptual, Human, Art, Technical and Technology), there was, as can be expected, a dominant group of Technology tools (TY). The Human tool group, more specifically the Facilitation group was also well represented and to surprise of many a Human tool was the winner. The inaugural FRESH award recipient is Kristine Nygaard from 'Kiss the frog', a graphic facilitator. The jury found that from all 15 tools competing this tool had the best balance between potential impact on meeting results and easy of integration with current events.



The three winners on stage with Elling Hamso: representatives of Meetovation, What's-on? & Kiss the Frog.

The fact that a Visual Facilitation tool was the winner is of great relevance to won to all visual facilitators and also to facilitation in general. The fact that the FRESH award jurors, which cover a rich and varied mix of meeting professionals, chose Kiss the Frog as the winner suggests a good understanding of the fundamental value of facilitation and a confirmation that meetings are seen more and more as drivers of change.

Congratulations Kristine Nygaard, [www.kissthefrog.dk](http://www.kissthefrog.dk), Mobile +45 (25) 21 85 73

Honorary mentions are for 'What's Up?', represented by Gerrit Heijkoop with a third place and Meetovation from the Danish Meeting Industry represented by Anne Seeberg.

FRESH Award Chair: Elling Hamso [elling@elling.no](mailto:elling@elling.no) Mobile +47 (90) 122 418

Video of award ceremony See [www.theFRESHconference.com](http://www.theFRESHconference.com)



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The happy winner of the First FRESH award; Kristine Nygaard from Kiss the frog.



Kristine Nygaard, in action with graphic facilitation at a conference.

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