



Meetings Beyond Logistics: Principles, Practices and Play!

Learning Facilitator: Joan Eisenstodt

Century Gothic Font for less ink use.



Joan Eisenstodt founded Eisenstodt Associates, a Washington, DC-based meetings and hospitality consulting, training and facilitation company in 1981. She brings lots of years of experience to her work with corporations, associations, hotel companies and DMOs, to facilitate and design meetings, conduct training, perform departmental audits, negotiate contracts and serve as an expert witness.

Active in industry and non-industry organizations, Joan's passions for life-long learning, meeting preparation, risk anticipation and contingency planning, ethical and inclusivity practices, and meeting excellence have been well-recognized by MPI, HSMAI, IACC, and NSA; as an inductee into the CIC Hall of Leaders, and by the PCMA Foundation for Lifetime Achievement as an Educator. She blogs at www.meetingsfocus.com.

Most importantly: Joan wants meetings to be interactive, filled with energy and laughter, created and set in ways where adults are encouraged to participate in ways that suit them .. and where, when appropriate, they have fun while learning.

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To learn and participate, people must be and feel safe and comfortable.



“Creativity is intelligence having fun.”

~~ Albert Einstein

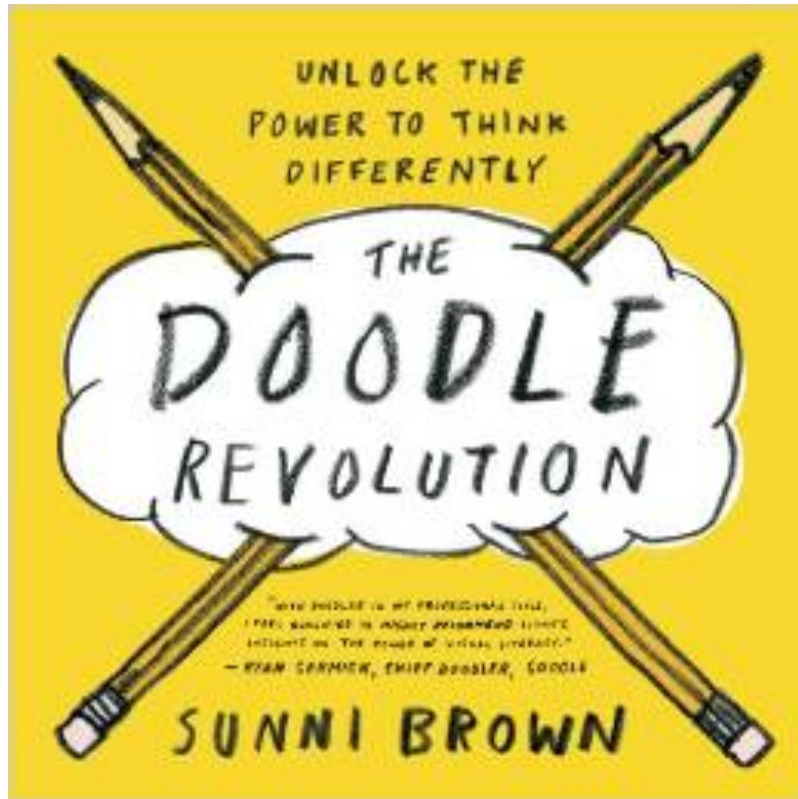
- **Think differently.**
- **Learn in a way that works for you.**
- **Please, phones (smart or not) & other devices that beep, ring, sing, etc., on silent. Social media encouraged!**
- **“Motion and Responsibility”**

In this session you will...

1. **Learn the value** of play and fun at meetings.
2. **Advance your ability** to **create different learning environments**, delivery formats and experiential learning for clients' and your own internal meetings.
3. **Become more consultative** with clients to help them **create a unique meeting in your unique venue**.

What do you remember

**from Sunni
Brown's TED
Talk?**



What **impact** can it have on your work? With clients?

Principle: From meetings, people expect

- Information they can share.
- Availability of presentation materials.
- Good use of their time.



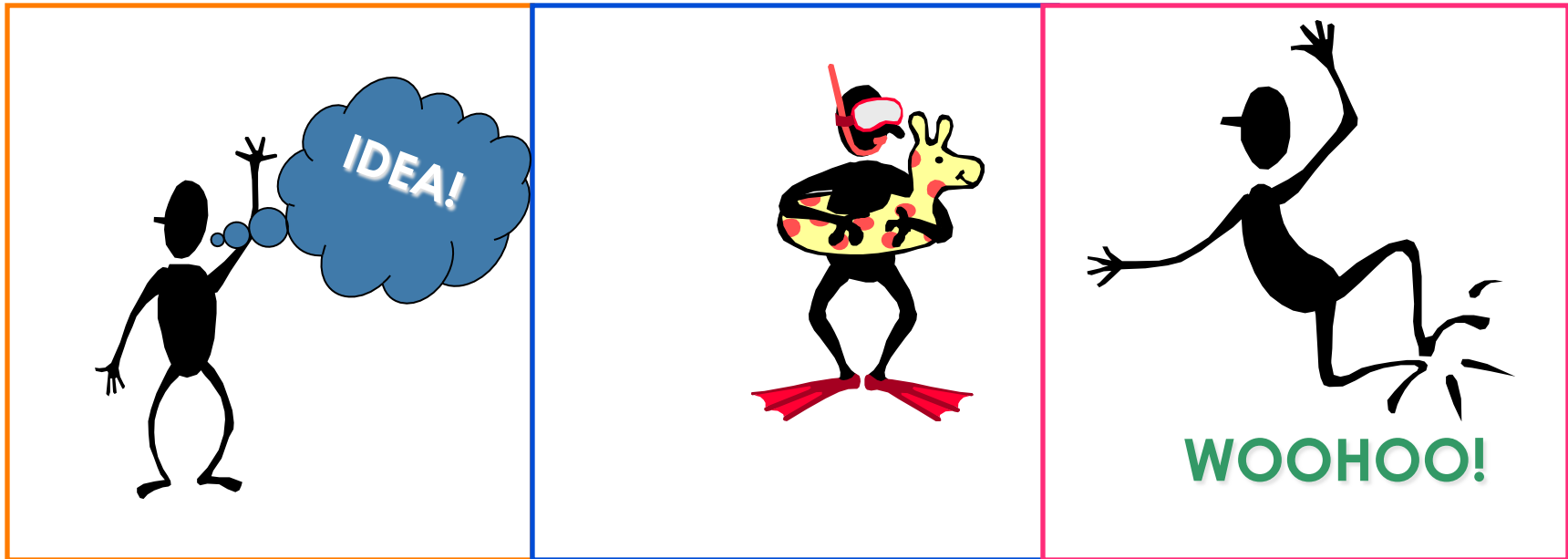
Principle: People attend meetings to

- gain ideas they can use immediately.
- participate in/learn from an education program.
- network/engage in peer to peer learning.

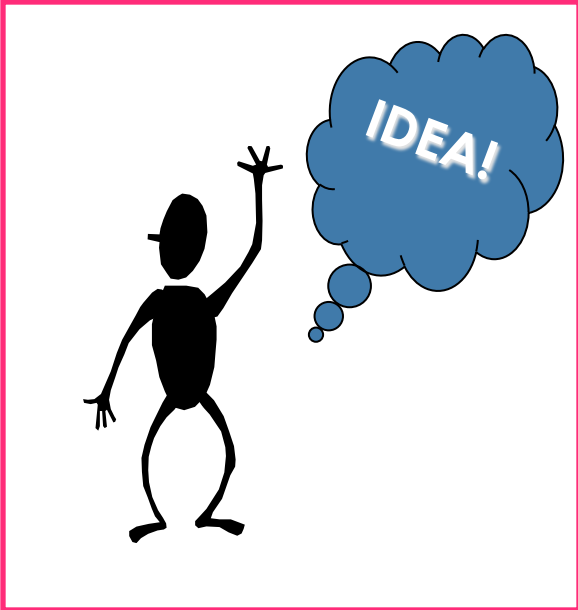
Principle: Adult Learning

- **engages the senses.**
- **recognizes differences in learning styles, experiences, and abilities.**
- **incorporates interaction.**
- **presents different viewpoints.**

Use your right brain to create, in cartoon format, your best learning experience ever.



Share your cartoons & experiences.



Best learning experiences

- **What did you see and hear?**
- **In what ways could what you heard help guide clients to use your unique venues, uniquely?**

Principle & Practice:

Facilities want to maximize space use.



Learning Principle:
**People learn and participate best
in pleasant surroundings.**



Write 3 things that make it pleasant for you to learn.



Pleasant?



Pleasant?



Pleasant?





Pleasant?

Pleasant?





**What about
this?**

Pleasant?





Pleasant?

**(Common view*
from the back
of the room!)**

* Ok, maybe not HIS head!

Pleasant?



When it's up to you
to fill the room
and create "wow" moments...

*Tag line and photo from
online marketing.*



Pleasant?

Planners' Specific Wants

- **Windowed** meeting space
- Plants and other live **greenery**
- **Flexible use** of furniture

Planners' Specific Wants

- **User-friendly wall surfaces** for AV and multi purpose needs: whiteboards, chalk walls, tackable, stickable, magnetic
- **Local art**

**How can you
reframe your
space use to meet
clients' objectives?**



“Play creates an arena for social interaction and learning.”



**From “Play” by
Stuart Brown, M.D.**



Play!

Consider ways in which your venue can be used to incorporate play into clients' meetings.



What does this have to do with

- **your venue?**
- **what happens in/at your venue for clients' meetings and events?**
- **how you market and sell your venue's unique features?**

Now what?

Write 2 or more steps you can take to help clients meet uniquely.



Possible steps you can take:

- Question clients about objectives.
- Observe, listen and respond.
- Consider how your venue can contribute to meeting clients' objectives.
- Change room sets and views.
- Add play as a component.

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Joan's website: www.Eisenstodt.com

Friday with Joan: www.meetingsfocus.com

RESOURCES

Mental Floss – www.mentalfloss.com

Dan Pink's "A Whole New Mind"

Make Meetings Magic: <http://bit.ly/AaRuz4>

VARX: <http://www.vark-learn.com/english/index.asp>

"Seating Matters: State of the Art of Seating Arrangements" – Paul O. Radde at www.thrival.com

More RESOURCES

“Play: How It Shapes The Brain, Opens Up Imagination and Invigorates the Soul” by Stuart Brown, M.D.

The value of doodling: http://www.ted.com/talks/sunni_brown.html

Adrian Segar’s “Conferences that Work: Creating Events That People Love”

Education, learning and so much more:
<http://www.youtube.com/watch?v=zDZFcDGpL4U>

Guests create their own décor:
<http://www.hotelsmag.com/Industry/Blogs/Details/39696>



**“Play is the
highest form
of research.”
~Albert Einstein**