

Easy ways to make
meetings and events

MORE PLAYFUL

(and valuable!)



PLAY IS 100% EXPERIENCE

"The animating spark
of play is the fast-track
to happiness.

There is no quicker
transport to the
experiential realm than
through play!"

(Joe Robinson - "Work
to Live")

"You can learn more about a
person in an hour of play
**THAN IN A YEAR
OF CONVERSATION"**

- Plato



Embrace the Philosophy

All meetings should take a playful approach, even those with serious and sensitive topics. To be playful means we are free to explore and discover, and we feel comfortable enough to share your thoughts in an open platform. When we are playful, we are inclusive of others and positive in our collaborations.

Train your Speakers

Consider Speaker Training to help your content experts and stakeholders tell their stories and include the attendees on their journey. This will lead to better retention, better networking and discussion, and a lasting impression for everyone.

TRY INTERACTIVE OVER STATIC ENTERTAINMENT

Get people out of their shells feeling relaxed and ready to network and have fun by incorporating facilitated activities. Think about activities that get people moving they learn something new and have fun. A pub trivia quiz, game show, or mobile scavenger hunt around the city are great examples.



EMOTIONAL CONTAGION

Studies show that the most
emotionally expressive person (good
or bad) will transmit their mood to
the rest of the room in 2 MINUTES!

This has huge implications for
meetings! What emotional contagion
are your attendees spreading?

(Daniel Goleman, Intelligence in
Leadership)

Surprise and Delight

According to a Canadian study, 95% of people said that Surprise and Delight initiatives left them with a more positive view of the company. 56% went on to provide word-of-mouth referrals. What's more, 34% revealed the experience led them to give the company more business. (LoyaltyOne)

Try teasing out special guests or swag give-aways. Entice your guests with mystery venues and changing room set-ups. You can even surprise them with special entertainment or pop up activities.

USE MUSIC AS YOUR MESSAGE

"Listening to music engages a huge, complicated network an asset when it comes to keeping the brain fit and healthy for a lifetime...it can lift your mood and help you relax, which will bring down blood pressure and relieve muscle tension."

(Dr. Lola Cuddy, Queens University)

Prioritize Participation

Design your program around opportunities for people to be less like passive attendees and more like active participants.

Consider crowd-sourcing presentation topics, implementing interactive session tools (e.g. throwable mics), and incorporating fun ice-breakers that get everyone loosened up and ready to learn together.



Gamify Wherever You Can

Sponsorship activations, tradeshow floors, social media contests, in-app competitions...the possibilities are endless!

Hire a Learning Coach instead of an MC to synthesize content and act as a representative for the attendees throughout the program.

