

MORE HUMAN, MORE IMPACT

RETHINKING MULTIDAY MEETING DESIGN

BRELLA



THE HUMAN SIDE

AKA

What do you want our audience to do and feel?



THE IMPACT SIDE

AKA

How are you going to do it?







Identify the desired
business goals/outcomes
(i.e., The business reasons
for doing the meeting
in the first place.).

**Needs and
expectations**



**SEEK TO UNDERSTAND
YOUR AUDIENCE**

**Barriers to
engagement**

Motivations

A person is sitting at a wooden desk, working on a laptop. The laptop screen shows a video call with a woman. To the left of the laptop is a white mug filled with coffee. In front of the laptop is an open spiral notebook with handwritten notes. The person's hands are visible, one holding a pen and writing in the notebook. The background is slightly blurred, showing a plant and some other items on the desk.

At its core, designing meeting experiences are about engaging your learners by respecting and showing investment in their time.



EMOTIONS ARE

FASTER

THAN THOUGHT

SPARK
CURIOSITY



INVOKE
HUMOR

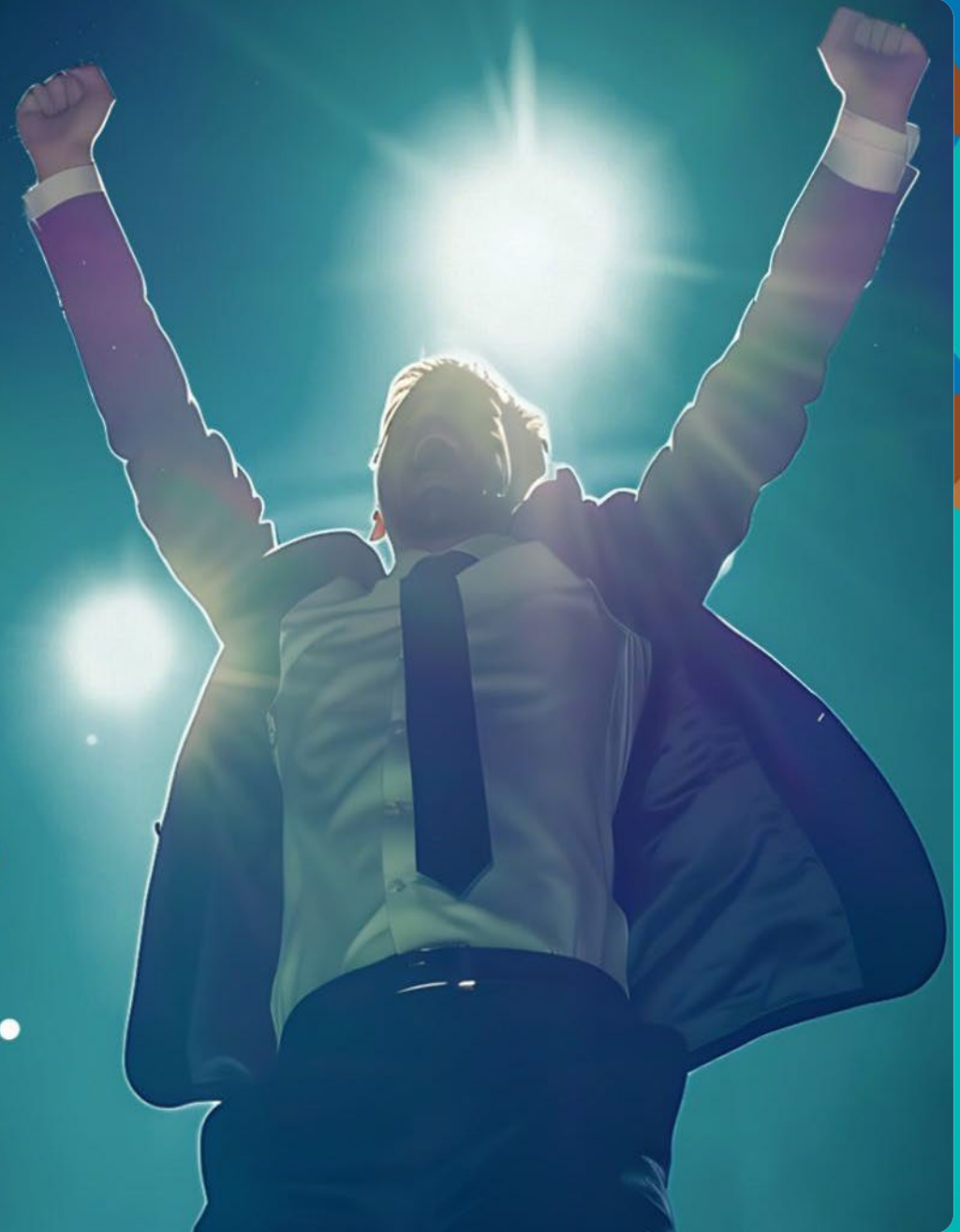


Reimagine
THE MUNDANE



**STRONGER
YOUR EMOTIONAL
REACTION,
THE BETTER
YOUR**

*Memory
Recall.*



Your audience
will mirror the
investment they
perceive the
meeting/event
is investing
in them.

**The ROI
currency they
give is attention.**



THE IMPACT SIDE





What does it look like
when we turn our
goals/outcomes into
something more human?



1. Goal/Outcomes



2. Agenda



3. Activities (Pre)



4. Activities (During)



5. Activities (Post)



6. Goals/Outcomes (Tracking)

LEARN

Action

FEEL

Emotion

BELONG

Validation Check

Want **more human**
& more impact on
your next training
program or event?
Let's talk!



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