



Tips for Innovative Meetings and Events (T.I.M.E.)

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Welcome

O.K., I may be pushing the limit. It's December 31 and I am taking time from a busy year and busy vacation to revisit topics from the past issues. As happens after I have "visited" a topic, I see, read, or experience things that cause me to reflect, expand, refine or even change my mind.

- I encourage you to take a moment to look back with me. Read and enjoy a moment of quiet while I take a retrospective look at the topics of: -
- Generational Divide
 - Blogs and Marketing Techniques
 - Knowledge Management
 - Sensory Meetings
 - Intellectual Property
 - Information and Privacy
 - Americans with Disabilities Act
 - Unique Venues
 - Speakers
 - Freebies: Meetings, Poster Sessions and Podcasting

I hope that you have enjoyed the holiday season. Happy New Year. I will be back in 2007.

Sue
[Sue Tinnish](#)

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Generational Divide

Since I wrote about Generational issues in meetings in February 2006, I have added a seminar/keynote on the topic. If you are interested in the full February issue, you will find it at my website at www.suetinnish.com. If you are interested in more details on having me speak to your group, please contact me at 847.394.9857 or stinnish@ameritech.net

And since February, I have done some additional research and reading on the topic.

Training Magazine (June 2006) ran an interesting article about how Honda was preparing its sales associates to sell the new Honda Fit. The ideas in the article had relevance for meetings, so let me relate some of the similarities.

Awareness of a new buyer/new meeting participant.

Greg Williams, creative director at Campus Creative Works, the company that designed the Honda training program, says, "The younger group of people, because of the Internet, because of the way they were raised, because they've been raised in a much more individualized setting and are more demanding and more critical. They want options..." Jump to Meetings - These same people will transfer their consumer preferences and styles to meetings

Use of real customers/prospects in the training video. The training video did not feature models; no special make-up was used. The younger generations do not find their expertise only from "experts". Consider the difference between how people shopped for an appliance 20 years ago (read the expert opinion as expressed in Consumer Reports) versus today where you can find on the Internet anyone's opinion on any subject - including appliances.

Jump to Meetings - The expert on stage in a meeting – while perhaps not completely replaced – should also include the opinions, viewpoints, and knowledge of the audience.

Training included three break-out sessions. The first session used the video interviews as discussion fodder. The second workshop allowed participants to play, touch and use the car. The final workshop focused on knowing the competition and the competition's automobiles were brought in.

Jump to Meetings – All audiences benefit from and interactive experience, especially the younger participants in the audience.

Participants had prework. A website and music to download helped create the experience, create a bit of fun and got participants immersed before they saw the car in person.

Jump to Meetings – Set expectations for your meeting participants, challenge them with a bit of pre-work but also give them some “sizzle” to add to the experience and make it more fun.

An article in Northwestern University’s Alumni Magazine offers insight about the Millennial students (born 1982- 200). Millennials are huge multi-taskers who like to monitor a constant flow of information, plus entertainment and personal communication from several different sources at once. Direct Marketing News reported that Deloitte & Touche and the American Institute of Certified Public Accountants are using on-line games to attract young recruits.

Jump to Meetings – Linear thinking will not appeal to this generation. They prefer multiple sources, graphics and game-like simulations.

(Sources: Durett, J. Road Warriors Making Honda a Fit for Gen-Y, Training magazine, June 2006, pp. 44-46 also available online at: <http://www.tiny.cc/XoPZh>

Taubeneck, The Millennials: Always on, Northwestern, Summer 2006, pp. 16-23 also available at <http://www.northwestern.edu/magazine/summer2006/cover/millennials.html>

Khan, M., CPA Associations, Deloitte & Touche Count on Games to Find Recruits. DM News, January 9, 2006)

Blogs, Online Vide and Mobile: The New Media

Related to generational differences are the emerging marketing techniques in the consumer world that will filter down to the meeting industry. I first wrote about blogs in April 2003. Cara Wood and Dianna Dilworth discuss emerging media in an article appearing in Direct Marketing News. They predict: “What’s next? Well what with YouTube’s recent partnership with Verizon Wireless, look to see user-generated content on mobile devices.” (Direct Marketing News, December 11, 2006, page 30).

In the November 2006 issue of Convene, Deborah Sexton, PCMA President and CEO, addressed the change in technology. Her bottom line:

“All of this is further proof that the way people that people communicate, interact and gather information has profoundly changed. We in the meetings industry should examine the ways we communicate with our stakeholders and the ways we help them communicate with us. This is especially true when dealing with younger generations, but applies to everyone as rapidly changing technology allows us to get more personalized information from many sources faster than we ever thought possible.” (Convene, November 2006, page 8)

I agree with Sexton's words - the generation accustomed to text messaging, omnipresent data, watching videos on their iPod will come to expect meeting information available on these mobile devices.

To read more, you may be interested in Trend Watching newsletter (<http://www.trendwatching.com/briefing/>). I referenced this newsletter and some of

their predictions in the January 2006 issue of Tips for Innovative Meetings and Events. The issue is available online at my website, www.suetinnish.com or http://www.suetinnish.com/index_files/Page597.html. [Past Newsletter - January 2006](#)

Knowledge Management

In July I wrote about Knowledge and Talent Management, systematic approaches to cultivating the talent and knowledge within an organization. Meetings are assemblies of people and knowledge. You can add two things to your meetings process to develop people and knowledge

1. Make the connection between business objectives and content. Focus on the desired outcomes and results.
2. Focus on the participant. Yes, it's true that senior management has a vote (perhaps even a major vote). Present content from the perspective of the participant always focusing on their personal development and why it is important for them.

If you missed that issue of Tips for Innovative Meetings and Events, you can find it online at my website, www.suetinnish.com or http://www.suetinnish.com/index_files/Page597.html. [Past Newsletter - July 2006](#)

Sensory Meetings

I devoted an entire issue on Sensory Meetings in May 2004. Michael van Akkeren wrote about effective lighting in Successful Meetings. One of his tips struck a chord with me:

Lighting techniques can replace expensive signage. Using wall space is an effective way to improve branding and sponsorship recognition. Lighting has an advantage over physical signage because of wear and tear. (Successful Meetings, July 2006, page 23.)

Lighting is an obvious choice for meetings. A more overlooked sense is our sense of smell. Jeremy Caplan in Scents and Sensibility writes about a growing body of research that demonstrates affect consumer behavior. Many retail establishments – including hotels – are investigating olfactory services. Bloomingdales pipes in the scent of baby powder (a technique known as billboardage) into its infant clothing department. Westin Hotels had a special scent created that melds green tea, geraniums, green ivy, black cedar and freesia for its lobbies. (Jeremy Caplan, Scents and Sensibility, Time, October 16, 2005, pp. 66- 67.).

Martin Lindstrom's book Brand Sense, suggests that smells prompt emotions in people.

Research shows that smells can invoke sensations – citrus smells are perceived to be energizing, vanilla suggests warmth and comfort, melon creates feelings of friendliness and youthfulness)

Jump to Meetings - Use all senses, especially the overlooked sense of smell, to invigorate your meetings.

If you would like the past issue on Sensory Meetings, please drop me an email at stinnish@ameritech.net or [Sue Tinnish](#)

Intellectual Property

Meetings are ripe for violating intellectual property – using copyrighted videos, photos, cartoons, music or mass copying of copyrighted printed materials. I addressed the subject in TIME's November 2005 issue. (If interested in re-reading, please email me at stinnish@ameritech.net. [November 2005 Back Issue.](#))

Christopher Hsee and Theodore Ynterna, professors at the University of Chicago Business School, offer hints to make intellectual products less prone to piracy and inappropriate use. They draw a distinction between how people would feel stealing a \$10 computer mouse from Microsoft versus copying a \$1000 software application. In the first case, people perceive it as a real loss, in the latter example Microsoft's loss is perceived more as a foregone gain. Hence people have different guilt levels and are more likely to steal software than a mouse, despite the significant differences in cost.

Hsee's and Ynterna's suggestions:

- Vividly communicate the time and money spent developing the intellectual property. Where possible, personalize the development – it's Sue Tinnish's property versus an abstract organization.
- Create a physical existence to the intellectual property. It's easier to copy an electronic file and people don't feel as guilty. However, the material existing in a physical state, like a paper or disc, creates more guilt.

Jump to Meetings – Clearly convey to your meeting participants what they can and cannot copy without copyright infringement. Ensure that your speakers and presenters are aware of copyright law and that your agreements make the speakers and presenters (not you or your organization) liable for infringement.

(Hsee, C and Ynterna, T. Summer/Fall 2006. Chicago GSB Magazine, Why People Steal Software (And What Might Make Them Stop, page 14. Also available online at: <http://chicagogsb.edu/magazine/sum%5Fall06/docs/facultydigest.pdf> or go to the website at <http://chicagogsb.edu/magazine/sum%5Fall06/>)

More on Information

Way back in November 2003 I wrote about turning data into information and even into knowledge. Also in that issue, I addressed privacy issues around data.

Turns out that in 2006 some hotel contracts contain clauses that won't protect meeting attendees' data and information. William Ng in Successful Meetings writes that a frequent clause allows hotels to disseminate a group member's information to third

parties for any lawful business purpose. Sometimes the provision even indemnifies the hotel from any liabilities resulting from the use of the group's and attendees' information.

Buyer beware! This is another area to focus on in hotel contracts.

(Source: Successful Meetings, August 2006, William Ng, Attendee Info for Sale?, page 9)

If interested in re-reading the original issue from November 2003, please email me at stinnish@ameritech.net. [November 2003 Back Issue](#).

American with Disabilities Act

Benson Tesdahl offers some practical conference planning considerations when planning a meeting with disabled attendees. I first addressed this topic in August 2004 in an issue entitled Barrier Free Meetings. (You can re-read the original issue of TIME by emailing me at stinnish@ameritech.net. [August 2004 Back Issue](#).)

His suggestions appeared in Successful Meetings November 2006:

- Do not take the hotel's word that their conference facilities are handicapped accessible. One planner discovered that a hotel ballroom was wheelchair accessible only by entering the rear of the facility and then using an elevator in the hotel's kitchen.
- Buffet style meals may not be practical for those with disabilities.
- Tables (meeting and dining) may be set up too closely for wheelchair accessibility and movement.
- Three other areas to focus on: room registration, registration tables and shuttle buses.

(Tesdahl, B. November 2006. The 411 on the ADA, Successful Meetings, page 18.)

Speaker Management

As a speaker and trainer, I love to improve my own skills and know the importance of working with speakers. Two issues this past year focused on speakers and presentation skills and may be of interest to you. [Speaker Suggestions \(March '06\)](#)

[Keynote Speakers September 2006 Back Issue](#)

Also the cover story from Successful Meetings during this month focused on turning Talking Heads into Rock Stars. The author, Kinley Levack, delved into the touchy subject of how to work with internal speakers – especially senior management – to improve their presentations for meetings and events.

Here was my great take-aways from the article:

- Request an abstract of the presentation. The purpose is not to check up on the speaker but to be able to enhance what they are talking about.
- Position advice as being beneficial to them.
- Ensure the giver of advice has credibility.
- Back up suggestions with advice from books or other outside experts.
- Videotape a speaker during rehearsal for an efficient and non-confrontational approach.

(Kinley, L. December 2006. Talking Head to Rock Star. Successful Meetings, pp 28 - 33.)

Unique Meeting Venues

Just last month...I focused on unique meeting venues. When I finally caught up with my industry reading, I saw that The Meeting Professional also had an article in that month's issue.

Elizabeth Pillsworth and Shelly Roney offered these recommendations and best practices in the article, Unique Challenges:

- Follow venue guidelines of invitations
- Read the contract carefully
- Be involved
- Plan in advance
- Take nothing for granted
- Avoid miscommunication
- Examine language regarding exclusive use and buyout

(The Meeting Professional, November 2006, page 120.)

Other websites for searching for unique venues:

www.eventective.com
www.alltimefavorites.com
www.conventionplanit.com
www.venuedirectory.com

Freebies: More Views of the Past

Freebies:

Cruise Meetings - June 2006

While I can't offer this as a personal endorsement, I did read about two companies that facilitate cellular and internet communication for shipboard meetings. The companies are Wireless Maritime Services (www.cellularatsea.com) and SeaMobile (www.seamobile.com).

Here are two articles on-line that are worth checking out

Poster Meetings - May 2006

Tips for Innovative Meetings & Events addressed the subject of poster meetings. Michelle Russell writes about Revolutionary Digital Posters in the December issue of Convene: http://archive.pcma.org/conv/dec06/Convene_Dec%2006_021-022%20Innovative%20meetings.pdf. Here is the link on their website: http://www.pcma.org/resources/convene/archives/displayIssue.asp?ISSUE_ID=2943

Podcasting - October 2006

In October I wrote about Podcasting. David Angeletti also gives 4 steps to podcasting in the article Four Steps to Painless Podcasting at http://www.pcma.org/resources/convene/archives/displayIssue.asp?ISSUE_ID=2936. Here's the direct link to the article: <http://archive.pcma.org/conv/May06/16MeetingManagement.pdf>

Back issues requests:

Meeting on a Cruise Ship is available on my website at www.suetinnish.com or http://www.suetinnish.com/index_files/Page597.html. [Past Newsletter - June 2006](#)

Podcasting is not yet posted, so drop me an email - [October 2006 Back Issue](#).

Future T.I.M.E.

Plan to see me in 2007! I will be at:

HSMAI's Affordable Meetings Mid-America
April 11-12, 2007
Navy Pier
Chicago, IL
[HSMAI's Affordable Meetings Mid-America](#) or
http://www.affordablemeetings.com/mid_america.html

HSMAI's Affordable Meetings West
Tuesday, June 19 & Wednesday, June 19, 2007
San Jose McEnery Convention Center
San Jose, CA
[HSMAI's Affordable Meetings West](#) or <http://www.affordablemeetings.com/west.html>

I love to see familiar faces in the audience. Please come and see me.

Virtual T.I.M.E. and T.I.M.E. Gone By

Many back issues are posted on my website at www.suetinnish.com. Check there for virtual resources.

Or if the issue is not on the website, please e-mail us with the month and topic and we will send you a copy of that newsletter. Here's what is included in past issues ([Back Issue Request](#)):

2000

Teambuilding (May), Green Meetings (June), Values (July), Minimum/Minimal Meetings (August), Evaluations (October), Politics (November), and Toys (December)

2001

Sales, Award Presentations (January), Change and Communicating Change (February), Open Space Technology (March), Adult Learning Styles (April), Trade Shows (May), Emotional Intelligence (June), Presentation Tips (July), Ice Breakers (August), Facilitation (September), Humor (October), Customer Care (November), Slack (December)

2002

Teambuilding Options (January), Promotional Products (February), Multicultural Communication (March), Outdoor Learning (April), Budgets and ROK (May), Creativity (June), High Touch Technology (July), Economic and Business Cycles (August), Successful Environmental Factors/Conference Centers (September), Return on Investment (October), Incentive Meetings (November), Resource Recap (December)

2003

Everyday Meetings (January), Diversity (February), Problem Solving (March), Marketing Pre- and Post- Event (April), Entertainment (May), Balance in Meetings and child care (June), Mobile Events (July), Last Minute Ideas (August), Training Meetings (September), Unique Venues (October), Data, Information and Number Crunching Privacy (November), Deja View (December)

2004

Branding (January), Audio Visuals (February), Networking (March), Strategic Budgeting (April), Sensory Meetings (May), Board Meetings (June), Leadership (July), Barrier-free Meetings (August), Time Management & Meetings (September), The Travel Experience & Stress (October), Voting Techniques (November), Deja View II (December)

2005

New Year's Resolutions (January), Brainy Side of Food and Beverage (February), Sarbanes-Oxley and Meetings (March), Visual Aids (April), Experiential Teambuilding (May), Emotional Meetings (June), Press Conferences (July), Green Meetings (August), International Meetings (September), Value of Entertainment (October), Copyright Laws (November), Deja View III (December)

2006

New Year's Resolutions (January), Generational Differences (February), Speaker Suggestions (March), Building Bridges (April), Positive Posters (May), Cruises (June), Moving Knowledge and Talent (July), Relaxing Meetings (August), Keynotes (September), Podcasting (October), Unique Venues (November)

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