MPI CAC NEXT 2021

convene

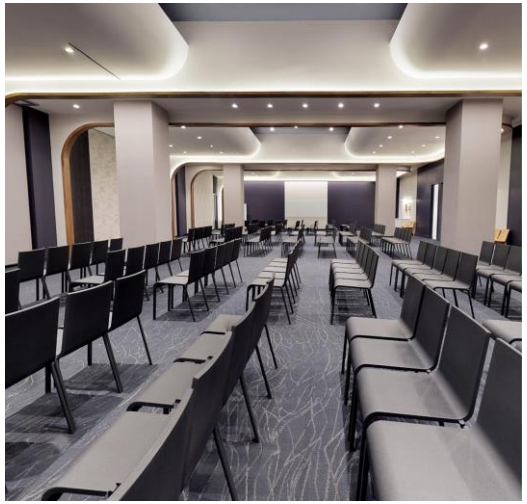
JIM O'DONNELL

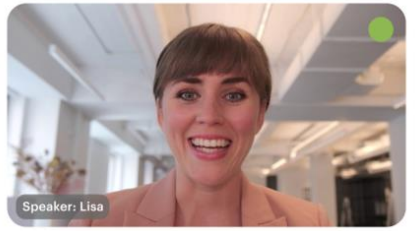
Insights from Virtual Event Experts Bringing Human Centered Design into the Virtual World

Agenda

1. Meet Convene
2. Human-Centered Design in Physical Events
3. Human-Centered Design in Virtual Events
4. The Future is Hybrid
5. Closing

Meet Convene





About Convene

Convene is a premium work experience platform that includes a network of 25+ meeting, event, and office locations and a suite of digital meeting technology solutions.

Founded in 2009, the company is headquartered in New York City.

Convene has been named one of America's 100 Most Promising Companies by Forbes and a Best Workplace by both Inc. and Fortune Magazine.

Convene's products and solutions are designed to create your best day of work, wherever it happens.

Inc.
Best Workplaces
2018

LinkedIn
TOP COMPANIES
WHERE THE WORLD WANTS TO WORK NOW
2017

GREAT PLACE TO WORK
CERTIFIED
AUG 2017 - AUG 2018
USA

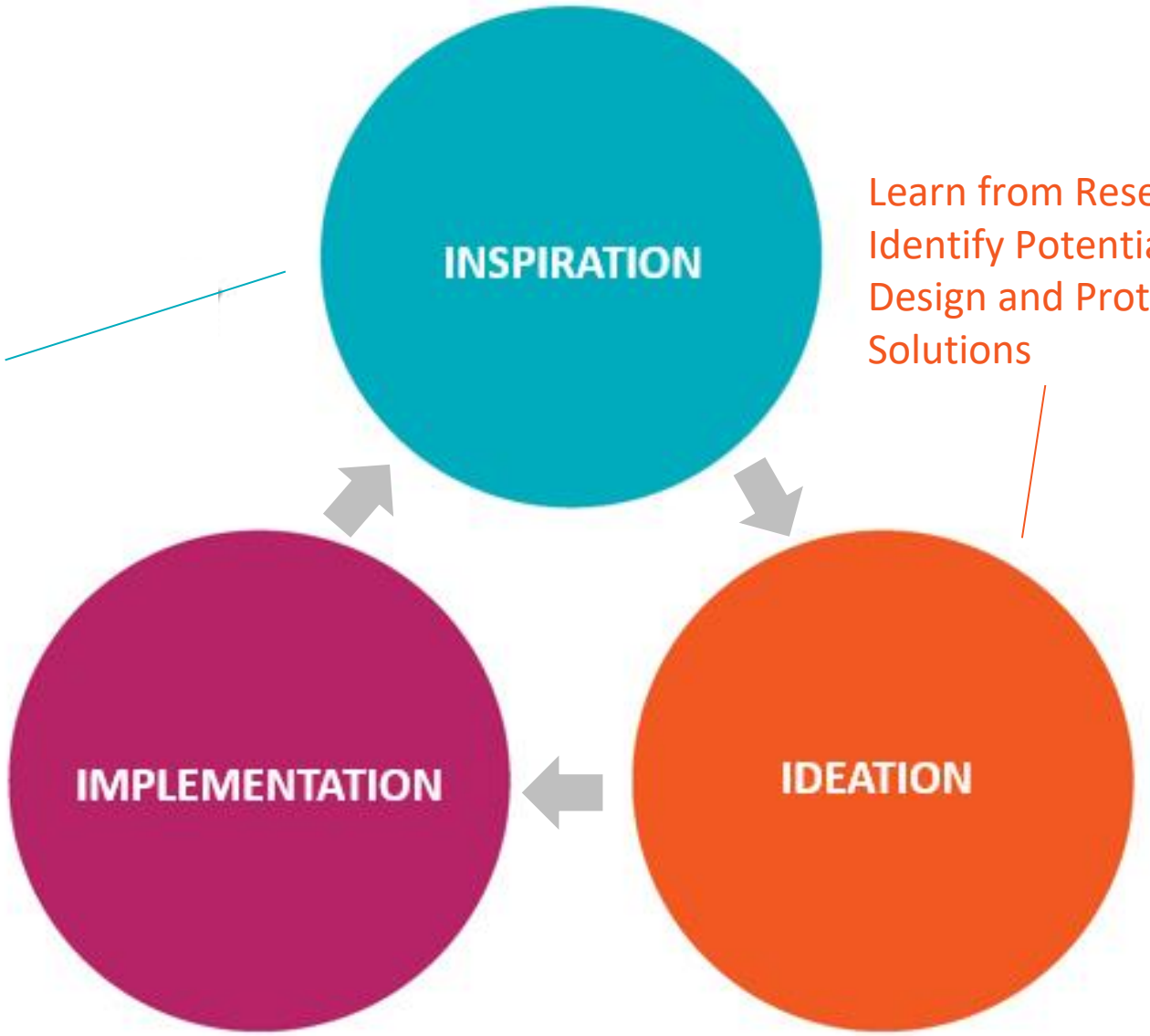
Forbes
America's
100 Most Promising
Companies

What is Human-Centered Design? A Quick Overview

https://youtu.be/tKU1DX019m0?t=61

Human-Centered Design Process

Research our End Users
Seek to Understand User Experiences
Identify Users' Needs

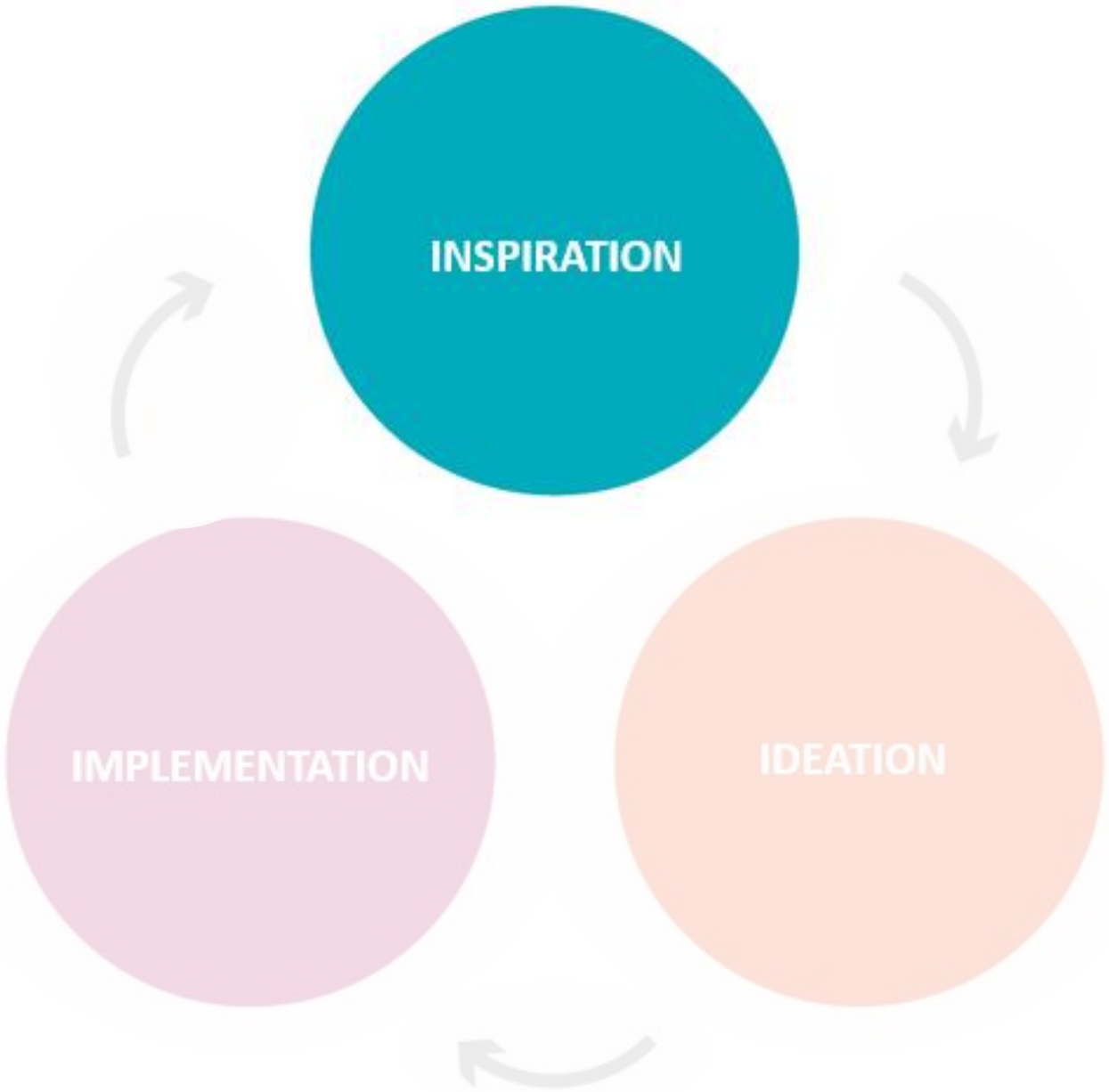


Learn from Research
Identify Potential Solutions
Design and Prototype Solutions

Gather Feedback
Iterate on Solutions
Launch Product

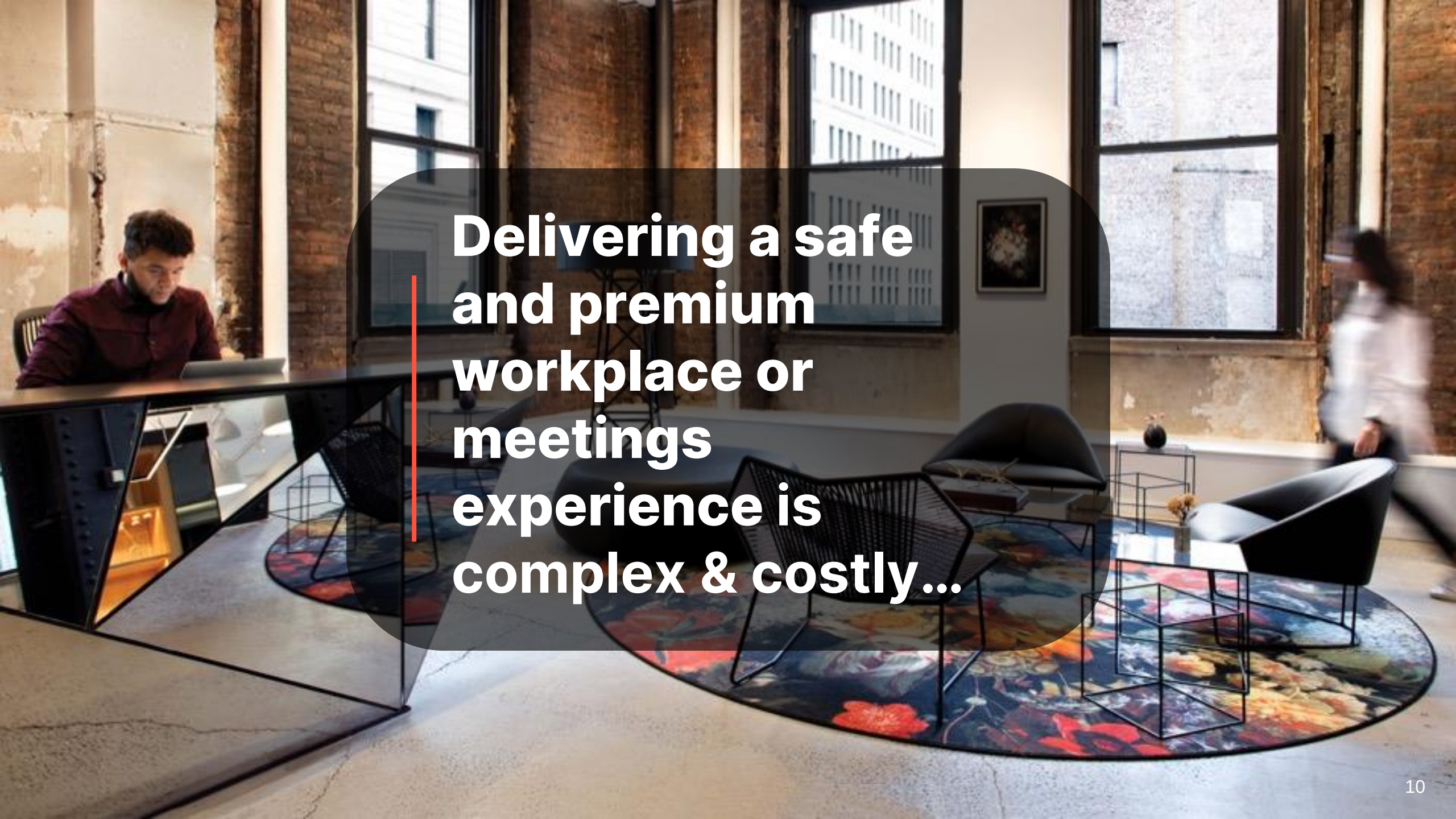
INSPIRATION

Seek to Understand



INSPIRATION

convene


Delivering a safe and premium workplace or meetings experience is complex & costly…

...and employees needs & expectations were already changing pre-pandemic

75%

of the global workforce will be millennial by 2025

69%

of employees want better workspaces [4]

87%

of employees want amenities [5]

51%

wish their company offered more flexible work options [6]

WORK ENVIRONMENTS HAVE NOT KEPT PACE

MEETING SPACES ARE

Dark | **Uninspiring** | **Stale**

92% of planners believe events are more likely to be booked outside of a hotel than five years ago. [7]

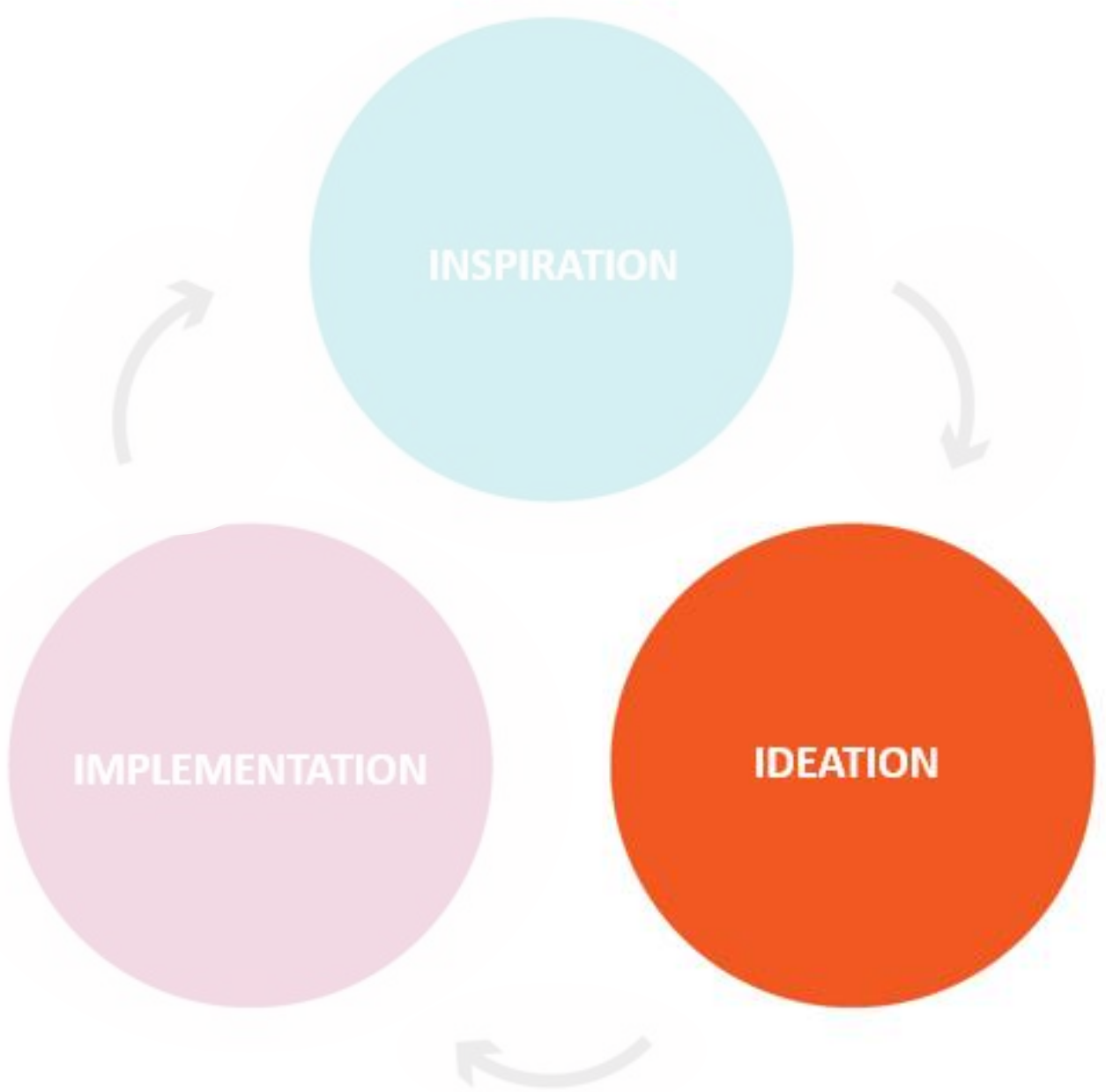
OFFICE SPACES ARE

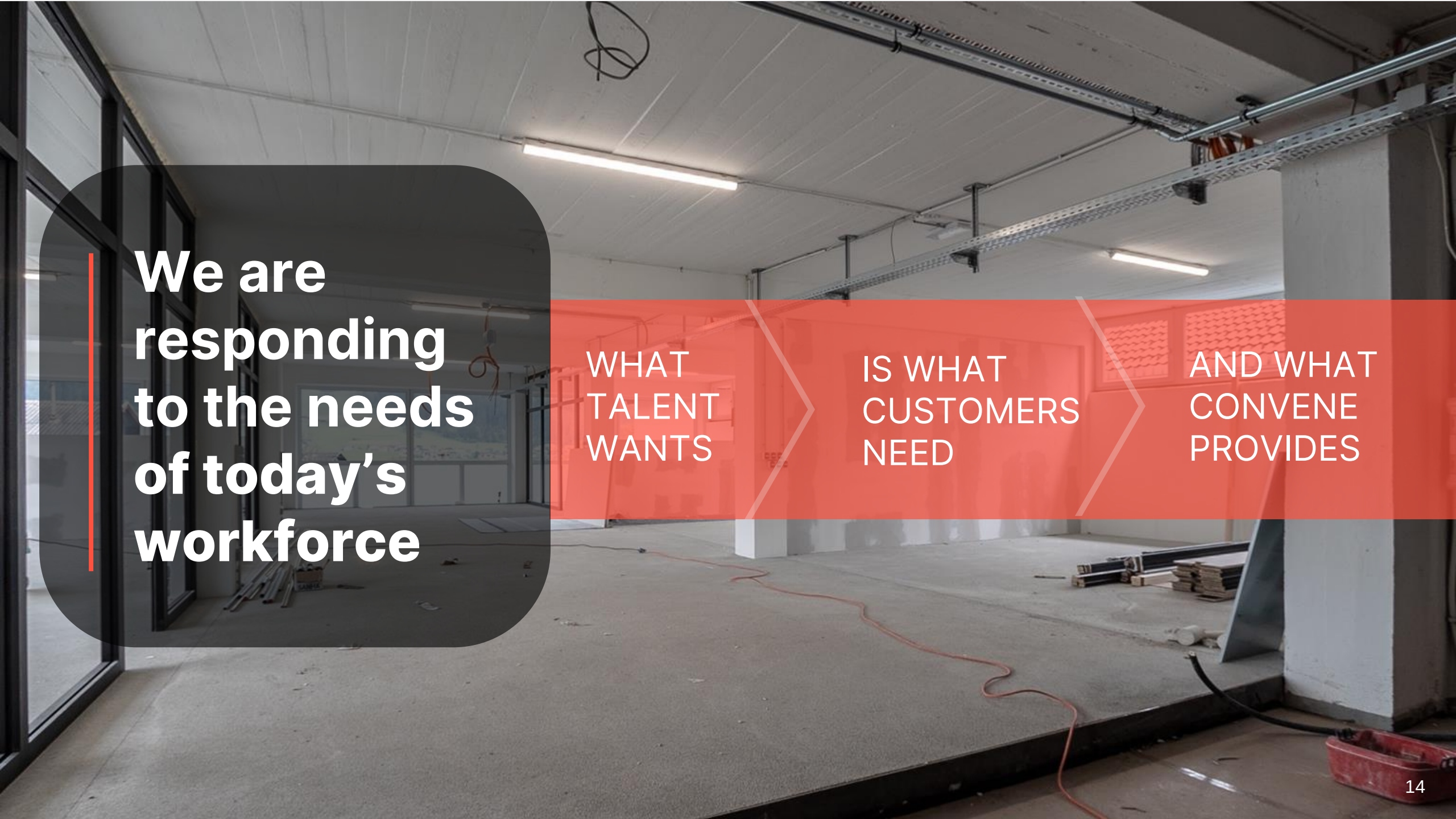
Cramped | **Monotonous** | **Loud**

85% of employees are unhappy with office environments and struggle to concentrate. [8]

IDEATION

Design & Prototype





We are responding to the needs of today's workforce

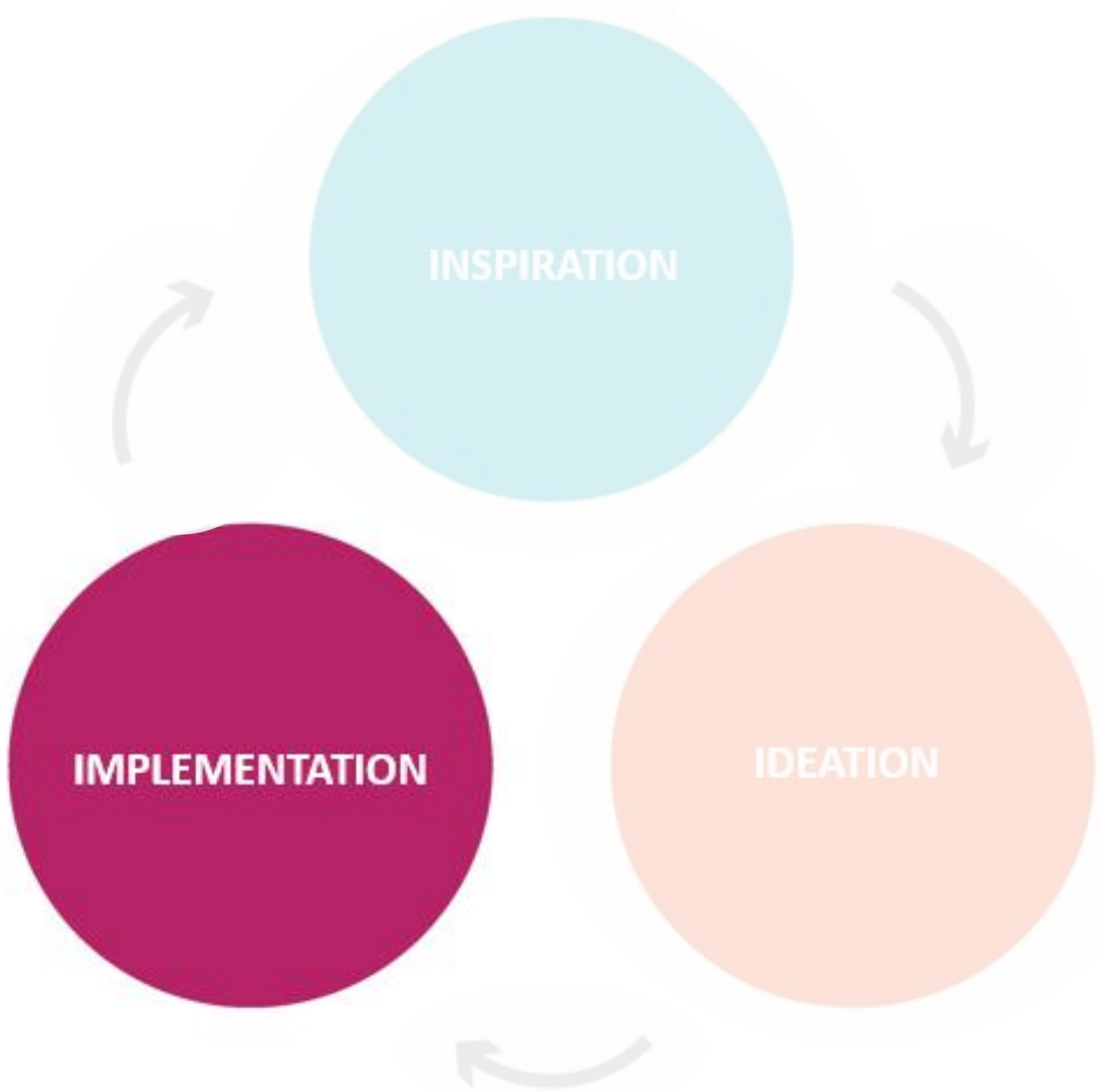
WHAT TALENT WANTS

IS WHAT CUSTOMERS NEED

AND WHAT CONVENE PROVIDES

IMPLEMENTATION

Launch and Evolve

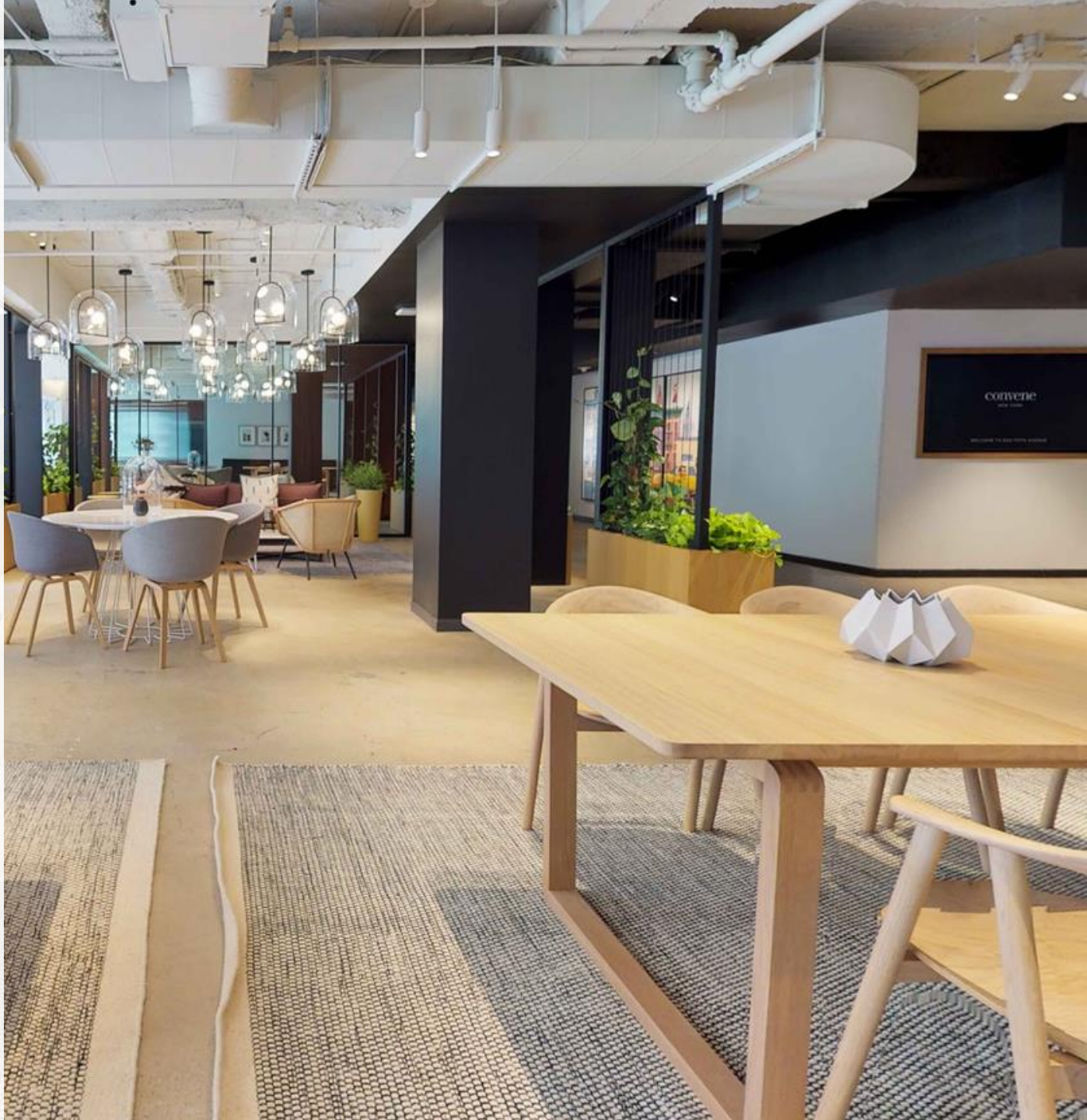


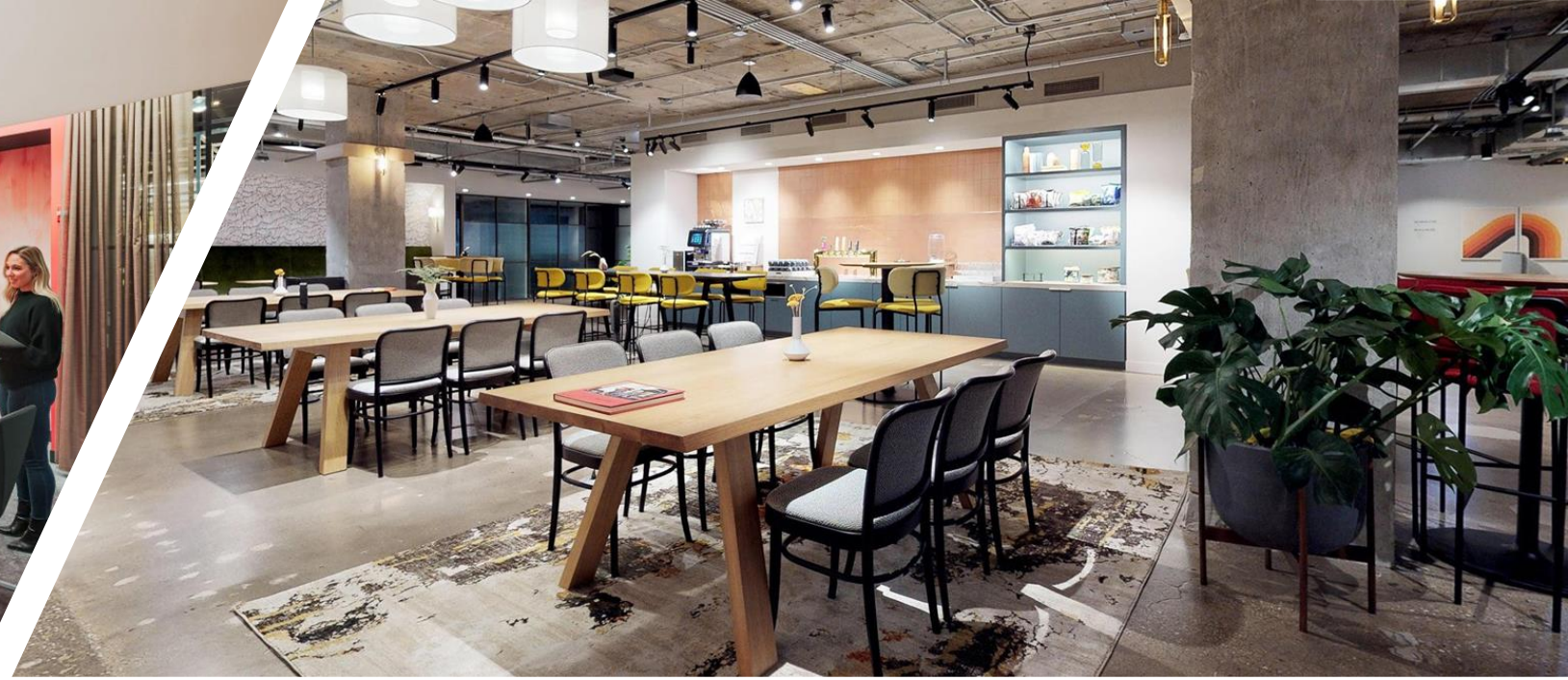
convene

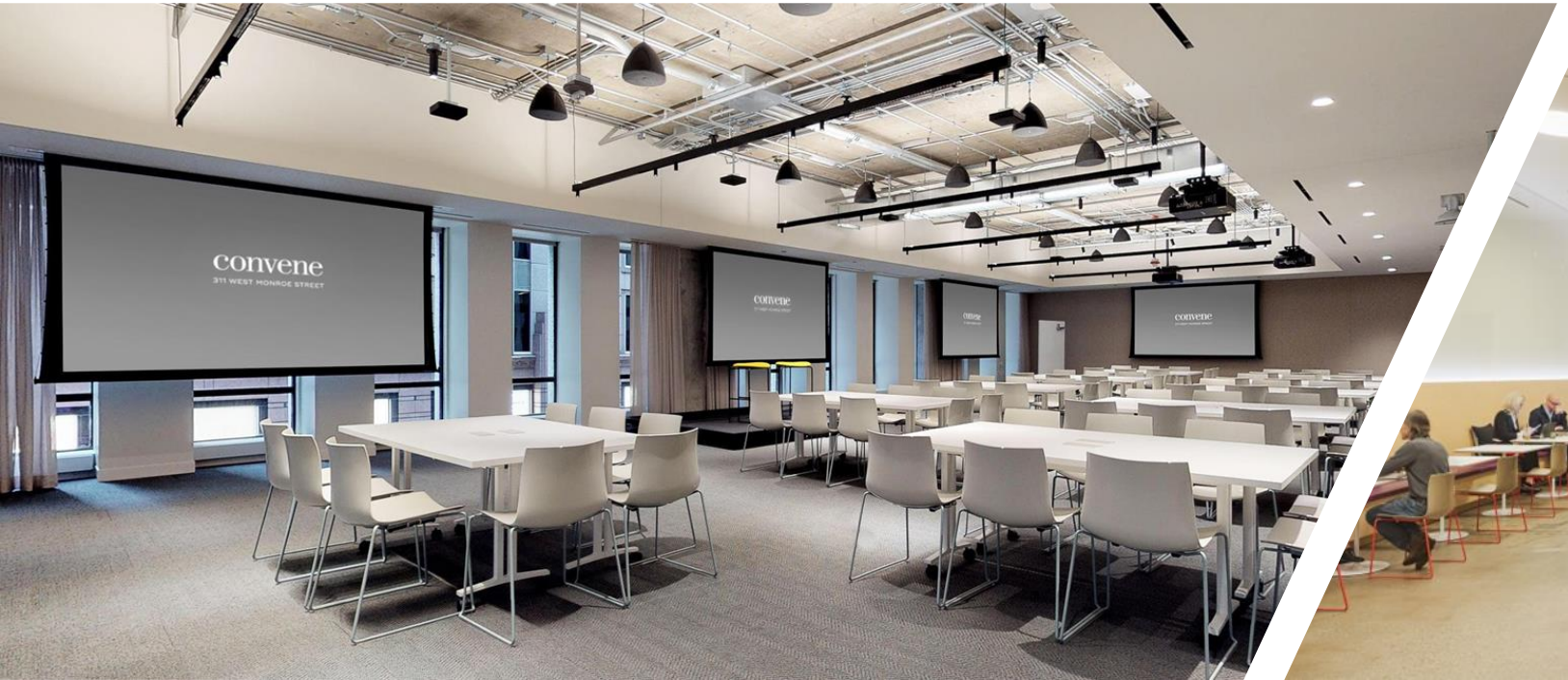
We create your

BEST DAY AT WORK

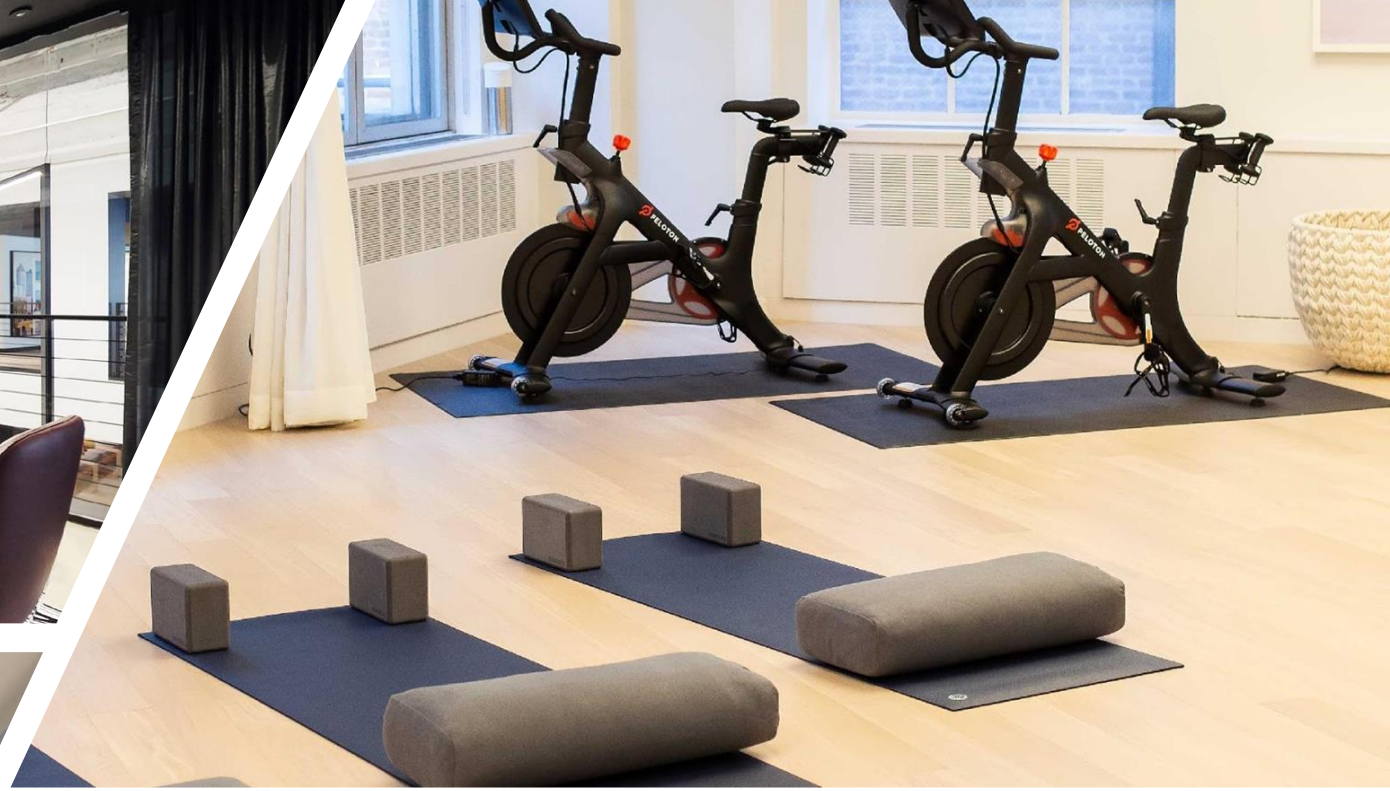
wherever it happens.







CHICAGO



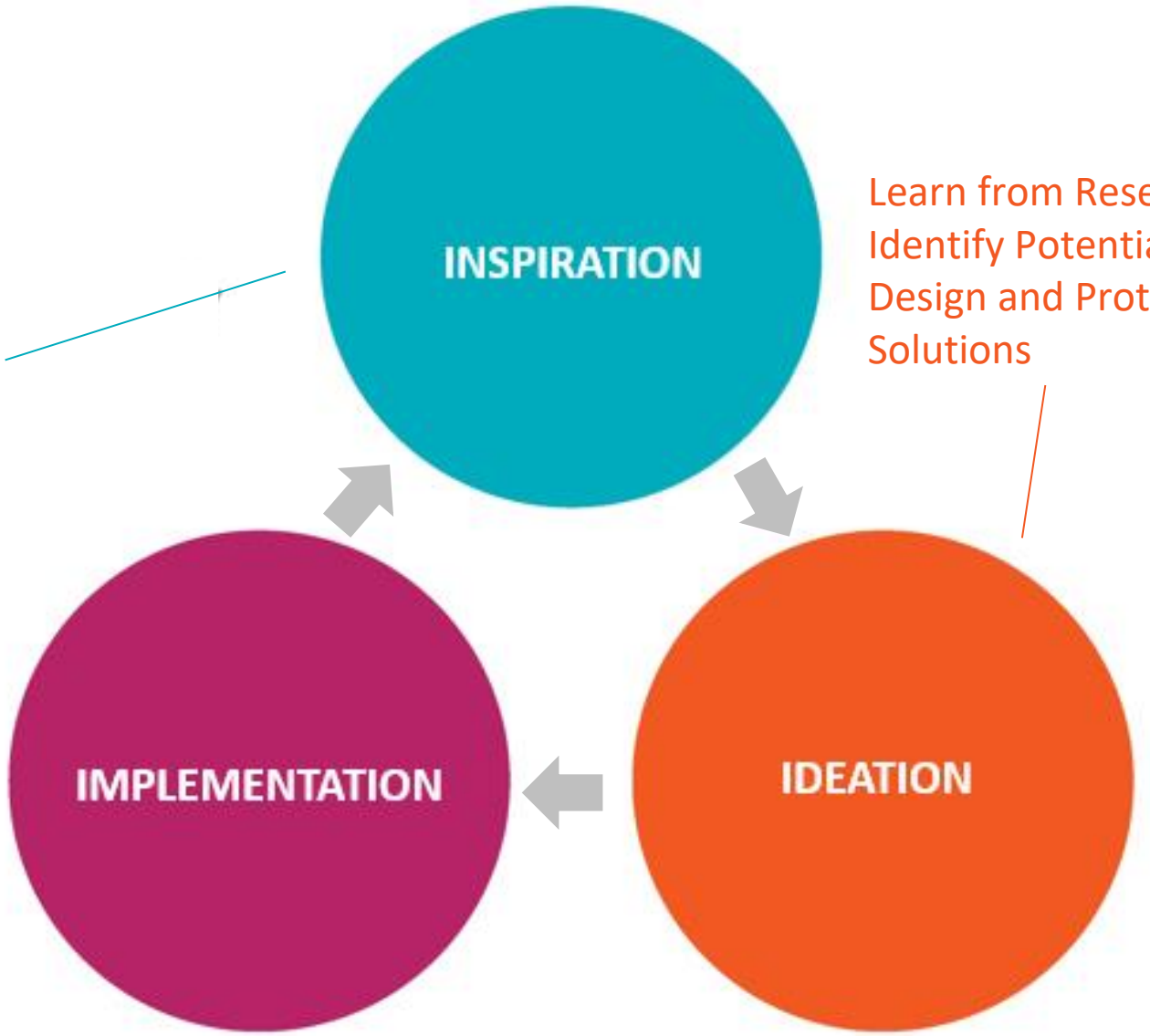
NYC

HCD AND THE SHIFT TO VIRTUAL EVENTS

Creating the Digital Twin of Convene Meetings & Events

Human-Centered Design Process

Research our End Users
Seek to Understand User Experiences
Identify Users' Needs



Learn from Research
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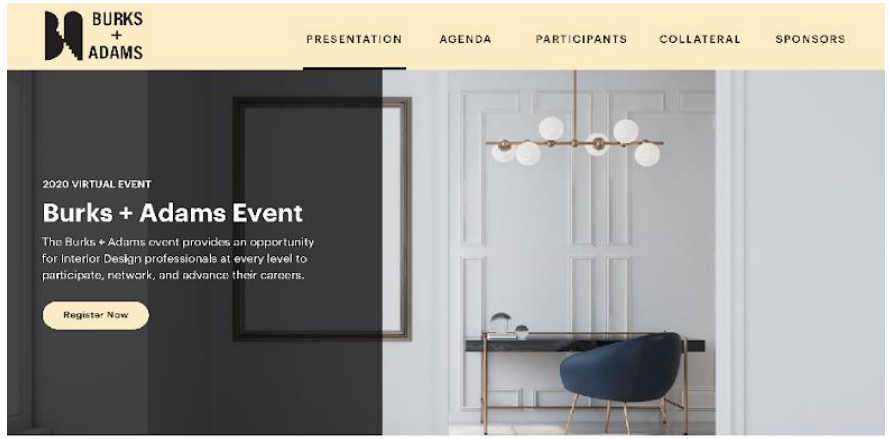
THE NEXT INSPIRATION: CREATING CONVENE'S DIGITAL TWIN

FEATURE OR DELIVERABLE	CONVENE MEETINGS	CONVENE VIRTUAL & HYBRID
Space Customization	Your Space Not Ours: Spaces are blank canvases for clients to created branded events.	Highly customizable platform that incorporates clients' unique brand elements in logos, imagery, colors, and content.
Space Flexibility	Convene offers a variety of spaces within our locations: Galleries, Forums, Hubs, Studios and Boardrooms.	The Convene platform enables different meeting types based on client objective: highly produced main stage solutions for keynotes and collaborative sessions for breakouts, workshops and education tracks.
The Arrival Experience	Warm, hospitable welcomes within steps of the door.	Easy to navigate, secure registration and authentication process.
Pre-Event Planning Support	Team Convene, led by the Production Manager, handles all of the pre-event details like menus, room sets, A/V needs.	Team Convene, led by the Virtual Event Manager, handles all of the pre-event details like timelines, registration, agenda, marketing assets, speaker and sponsor profiles, and more.
Live-Event Support	Team Convene, led by the on-site team, manages all of the details of flawless day-of event execution.	The Convene Control Room Team, led by the Technical Producer, manages a TV-like production.
Event Technology	Convene offers thoughtful, inclusive packages that include all of the required in-room event technology for clients' use case and objectives.	Convene provides packages that are specific to the client's meeting purpose and can operate events that are completely virtual or hybrid originating from a Convene or some third space.



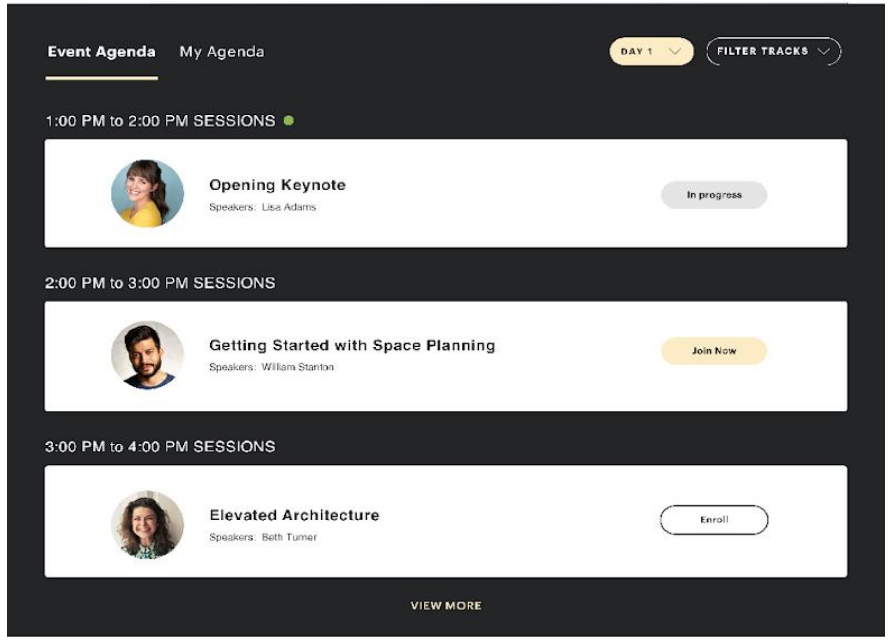
Tracks

Color Theory
Learn about advanced techniques for applying color theory to your projects both residential and commercial

Project Management Strategies
A panel of industry professionals will share there strategies for managing residential and commercial projects

Space Planning
There is an art to space planning that transcends the ordinary and touches on inspiration from philosophy

Art & Architecture
Walk through the world of vision building with fine art and architecture to create elevated



Meet the Speakers

Connor Jacobs

Alison Hansen

William Stanton

Lisa Adams

Beth Turner

Spencer Windler

Premier Sponsors

INTERIORS NYC

ÄRFTLIG

LUCITE

Associate Sponsors

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Community

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TIME REMAINING:
00:00:00

STATUS:
LIVE

JESSIE WHITMAN

PRESENTATION CONTROLS
Snap a pic with your phone to access slide controls.

THE FUTURE IS HYBRID

The Implementation of Convene Hybrid Meetings

The fundamental challenges of planning events in the pandemic era

For in-person meetings and events in the near- and mid-term, it is difficult to know how many of a meeting's participants will be both willing and able to attend in-person and who will elect to connect with meetings virtually.

The inherent uncertainty of planning events in the pandemic adds to already challenging budget and resource - technology and people - constraints faced by most organizations with respect to operating hybrid events.

Event definitions: hybrid

A **HYBRID EVENT** is one where there is some physical, in-person meeting component with an integrated virtual event to reach and engage with remote participants.

STUDIO HYBRID

A largely virtual event where there is a physical space that acts as a live studio for the speaker(s).

ATTENDED HYBRID

An event where some percentage of the participants will be together physically and others remote,

NETWORK HYBRID

Also known as hub and spoke, are events where multiple meeting sites link together for some or all of the content.

Creating one seamless experience

convene LOCATION
HOTEL or VENUE

+

convene™
Virtual Meetings

PEOPLE & TECHNOLOGY coming together to enhance & streamline:

REMOTE AND ON-SITE EXPERIENCES

PLANNERS	ATTENDEES	SPONSORS	SPEAKERS	PRODUCERS

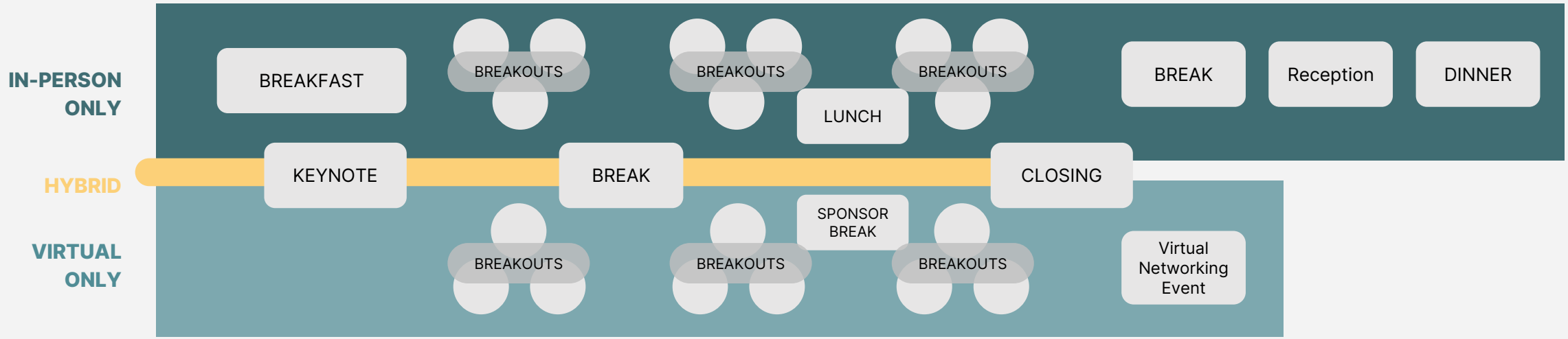
Best Practices for Hybrid Meetings: Hybrid Event Design

FOCUS ON SIMPLICITY

- Less Might be More
- Not Everything is Worth Streaming

EMBRACE THE DUAL EXPERIENCE

- Diverging and Converging content
- When possible, keep virtual groups together



Best practices for hybrid meetings: platform selection

ENGAGE STAKEHOLDERS EARLY IN PROCESS

- In addition to the tech, you are likely going to need more human support,
- Set expectations around the complexity and cost inherent in hybrid events,

MATCH EVENT DELIVERABLES WITH PLATFORM FEATURES AND SERVICES

- No Platform Does Everything
- Create short list, then demo
- Tech Support ≠ Production Support

Effective Hybrid Meetings: Platform Selection

- Meeting Stakeholders
- Meeting Deliverables
- Venue Considerations
- Meeting Design
- Event & Data Security
- Planning Resources
- Production Resources

The right hybrid meetings solution

VENUE + PLATFORM

Human Centered Design in Digital Events: Planner Questions for Evaluating Solutions

- What is the pre-event experience like for attendees?
- What does arrival feel like?
- What do they see when waiting for the event to begin?
- Do you have live customer support if they have difficulty getting onto the platform?
- How can they navigate around the platform? Does it require explanation by the speakers?
- How can they ask questions? Reach out to one another?
- Can they pause the player (live stream) and come back to it?
- Do users need multiple log-ins or apps in order to participate?

Thank You

GET IN TOUCH

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