



BRAIN BASED EVENT PLANNING

ROOT CAUSE ANALYSIS DISCUSSION

Current Status: Prior to the pandemic, we were questioning the value of tradeshow. The pandemic allowed us to postpone a decision. Now is our time to vigorously reinvent our live event participation.

We have two event postures:

- Reactive – protect our existing customers in a competitive environment i.e.,
- Proactive – generate new leads and serendipitously meet existing customers i.e.,

Our concern is the diminishing return on investment (ROI) and lack of predictable results.

With this concern, what questions should we be asking to reverse engineer a new solution?

I.e., can we imagine unexplored efforts that would lead to assured profitability?

I.e., different events, target audiences, goals, activities, strategies, reasons to have, sponsor or attend an event?

What do we see as the unique benefits of in person meetings?

What conditions do you see as necessary to realize these benefits?

What needs to happen for us to differentiate and present our corporate strengths in a way that fulfills unmet and discovers unknown client needs?

What represents a successful outcome?

How would you “paint” a picture of what things will look like when the problem is solved?

BRAIN DRIVEN PLANNING CHECKLIST

1- Planning Mindset Checkpoints:

Is our aim to advocate or inquire?

Is our planning driven by certainty or curiosity?

Is our planning mindset; I think we can, or I am sure we can't.

2- Project Checkpoints:

What can we imagine that will lead to increased client retention and acquisition?

How long will our plan take to develop? and implement?

What are possible delay points?

What obstacles will we likely need to overcome?

Is our team diverse in terms of internal and external job functions as well as how we process information?*

What do we see as possible tradeoffs for a successful outcome?

Is what we are planning legal, ethical and in the best interests of our customers, employees and our community?

BRAIN DRIVEN PLANNING TIPS

(BASED ON NEUROSCIENCE LEADERSHIP INSTITUTE RESEARCH “
HOW EMOTIONS ARE MADE - LISA FELDMAN BARRETT)

Our brain is:

a predicting
machine

is always
scanning for
something new

believes the
bodies feelings

craves certainty in
the future

feels great to be
right

feels horrible to
be wrong

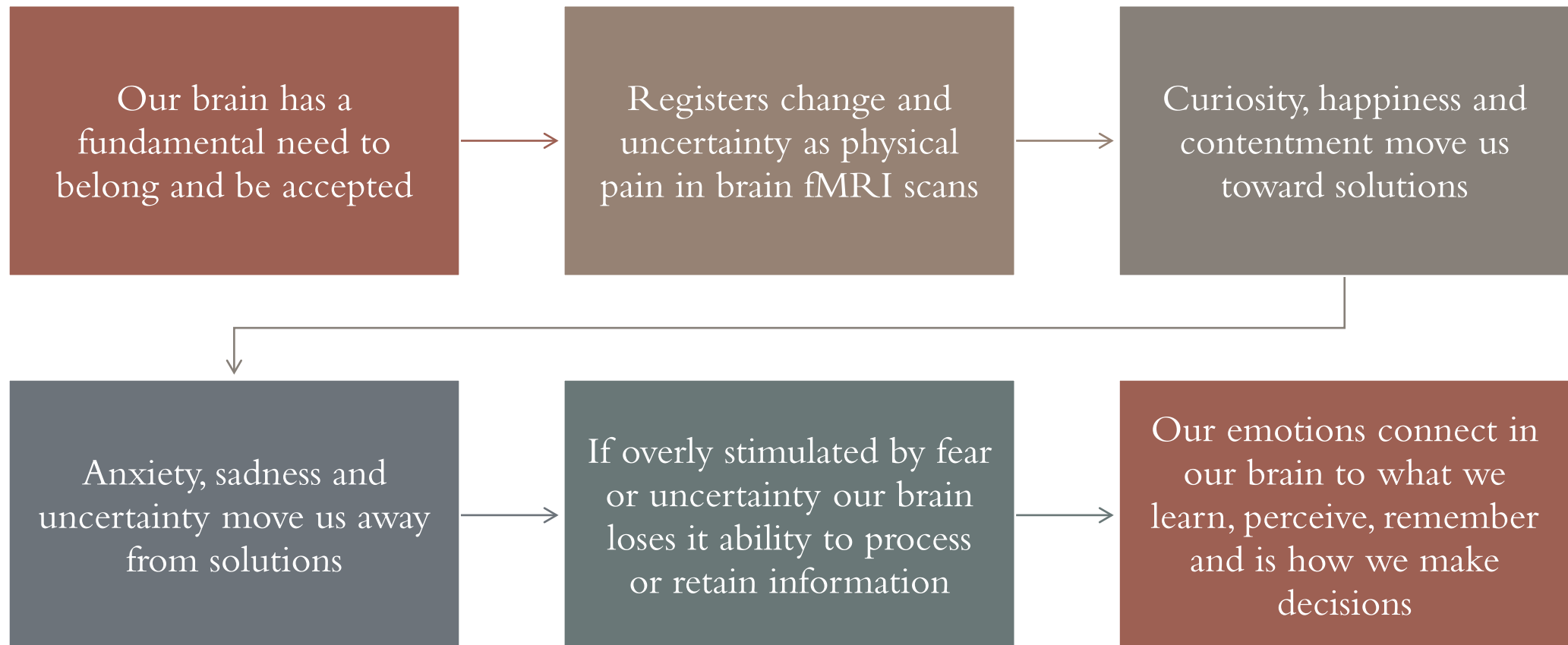
loves certainty

needs rest to
retain learning

can only focus
deeply for 20
minutes at a time

BRAIN DRIVEN PLANNING TIPS

(BASED ON NEUROSCIENCE LEADERSHIP INSTITUTE RESEARCH +
HOW EMOTIONS ARE MADE - LISA FELDMAN BARRETT)



BRAIN BASED PLANNING MODEL - (NLI)

The SCARF model

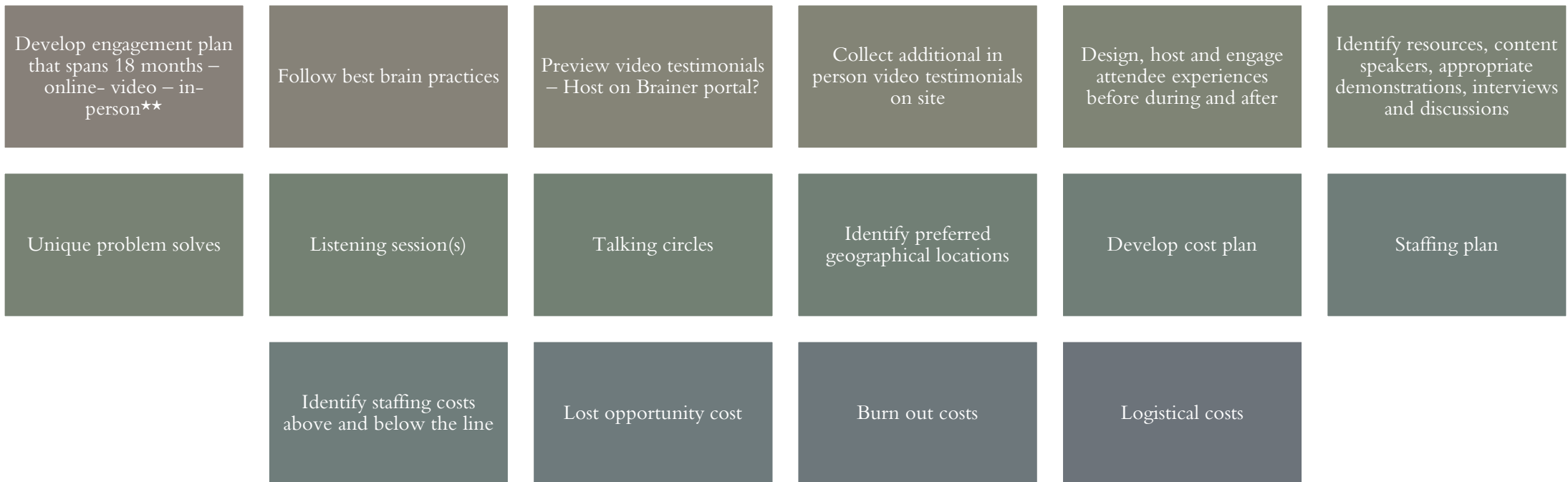


PLANNING - ?'S

CAN WE CEDE LEAD GENERATION TO DIGITAL MARKETING?
CAN OUR EFFORT BE DESIGNED AS AN 18-MONTH STRATEGIC
EFFORT CULMINATING AT OUR NEXT USERS CONFERENCE?

What will be needed to IDENTIFY:	Revenue streams	Cost stream	Client needs	Prospect needs	Brainer needs
Test new product ideas	Convert digital leads	Partners to share promotion	Partners to share costs	Possible partners – content providers	Can the Brainer LMS be used as part of the promotion plan
	Brainier notes for folks	Brainer idea exchange forum	Brainer (genius) bar	We deliver support our customers and competitors can only dream of	

BRAIN BASED PLANNING MARKERS



NEXT STEPS



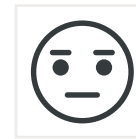
Define path and timing and options to a go- no go decision point



Build branding and event certainty protocols



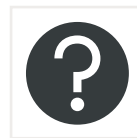
Design event experience certainty***



Beware of the natural negative reactance to new ideas and build in pre-designed remediation discussion points



Shrink the distance between the current and the new; Pre-design gap closing questions



Alleviate uncertainty. Conduct many, many points for brand, content, and human contextual consistency touch points



Build in emotional validation moments to share along the journey, “Congratulation, good job, well done.”



Specify a director of experience

REFERENCE

- **Is our team diverse in terms of internal and external job functions as well as how we process information?***

Allison Beard, a senior editor at *Harvard Business Review* offers the following example: “Imagine a group of people a hundred years ago, walking together to look for a new camp. Suddenly, they find some mushrooms. You can’t have only high- dopamine types because they’d all try the mushrooms and may be poisoned. You need some high-serotonin types to say, ‘We shouldn’t do this, it is not in our tradition’; some high-testosterone types to say, “Let’s experiment. Feed to mushrooms to the dogs and see what happens”: and some high-estrogen types to say,” Let’s discuss what we know about these mushrooms.” f2f p.23

- **Develop engagement plan that spans 18 months – online- video – in-person****

A recent article by Ann-Christine Duhaime, Professor of Neurosurgery at Harvard Medical School, states:

“Our brains also evolved to be rewarded by novelty, a tendency exploited by product designers and advertisers. This preference was preserved in our genetic heritage because it gave us a survival advantage: without it, we wouldn’t have explored new things or invented novel solutions to the problems posed by constantly changing circumstances. This helps explain why we consume, even when we don’t have to.” She then concludes that when an organization wants to promote a new or better idea, **we do much better when we “try working with things we have evolved to find rewarding”**

In essence, “if the goal is the cake itself, frame the choice as a pitch for something most of us find rewarding: the frosting.”

For example, Tesla cars look great (The frosting) and are promoted as such, but ultimately, they are good for the environment (The cake). F2f p22

- **Design event experience certainty*****

In his essay “Invented Spaces,” Jan Sircus writes that “invented places spring from the creative minds of authors, artists, and architects.” They leverage “theme” and story” across craft, technology and architecture, blending cultures and imagery to create new credible visions of “place.” f2f p15

- **Our brain – predicts, collects, compares, rearranges, flexes, is a giant guessing machine, will be stimulated by any lack of familiarity, context, context and more context is the key to gaining entry to the brain. It is at our own risk we take these findings lightly.**

• **the council of supply chain management professional’s guide to design innovation**

• “Design is not just what it looks like and feels like. Design is how it works.”... “Real artists ship.”— Steve Jobs

• The Council of Supply Chain Management Professionals’ *Supply Chain Quarterly’s* recent commentary on new product design outlines six solid innovation touchstones:[xv](#)

1. **Conduct scenario planning sooner.** Conduct a premortem. Anticipate failure points. Mitigate probable solutions. Plan options to capture lost time. Plan for failure. Make it a part of your process. *Do not fear failure. Embrace it.*

1. **Design to the strength of your suppliers.** Avoid rush fees, delays, redesigns, and unnecessary do-overs. *Test, Test, Test.* Avoid as many surprises as possible by pushing reactions to failure. Align processes, technologies, and metrics to bring sourcing knowledge closer to your design sooner. Bring in source partners earlier than ever thought possible.

1. **Determine your margin upfront (Target Costing).** Be sure the entire team understands the goal, so it can be referenced at every decision point. This saves time, unexpected expenses, wasted effort, and unwanted surprises. Find partners who can be trusted internally and externally. Review price against cost, work backward to identify bottlenecks, and build strategies with all suppliers to hit target costs, alignment, and share profits.

1. **Practice data integration.** Identify the needed data, utilize cognitive New Product Integration (NPI) solutions to gather all data in a central database, and allow A.I. or I.A. to analyze.

1. **Implement cross-functional coordination through the entire process.** Connect sponsors, attendees, speakers, organizers, accounting, sales, H.R., publication, government, Q.R. codes, marketing, sales, packaging, design, I.T., regulatory and procurement. There should be no silos.

1. **Conduct postmortem.** Did the event, service, or product meet the needs of the customer? Did it make us money? Did premortem work out? What were cost issues and unexpected risk issues? Fold this back into the next premortem.

1. **Additional ideas.** Identify key values to deliver and apply to the industry. Research related industries that connect to yours to design possible “end-to-end” solutions for your member-attendees. Design solution sessions. Build a map of problems you can solve, future problems that can be anticipated, and the various impacts on member-attendees’ futures.

• When building a cost model, research the cost of the solution being sold, and the value of the problem being solved and build your financial model as a business solution.