

Final Report
MindMeeting's Book
Launches
And Research, 2023

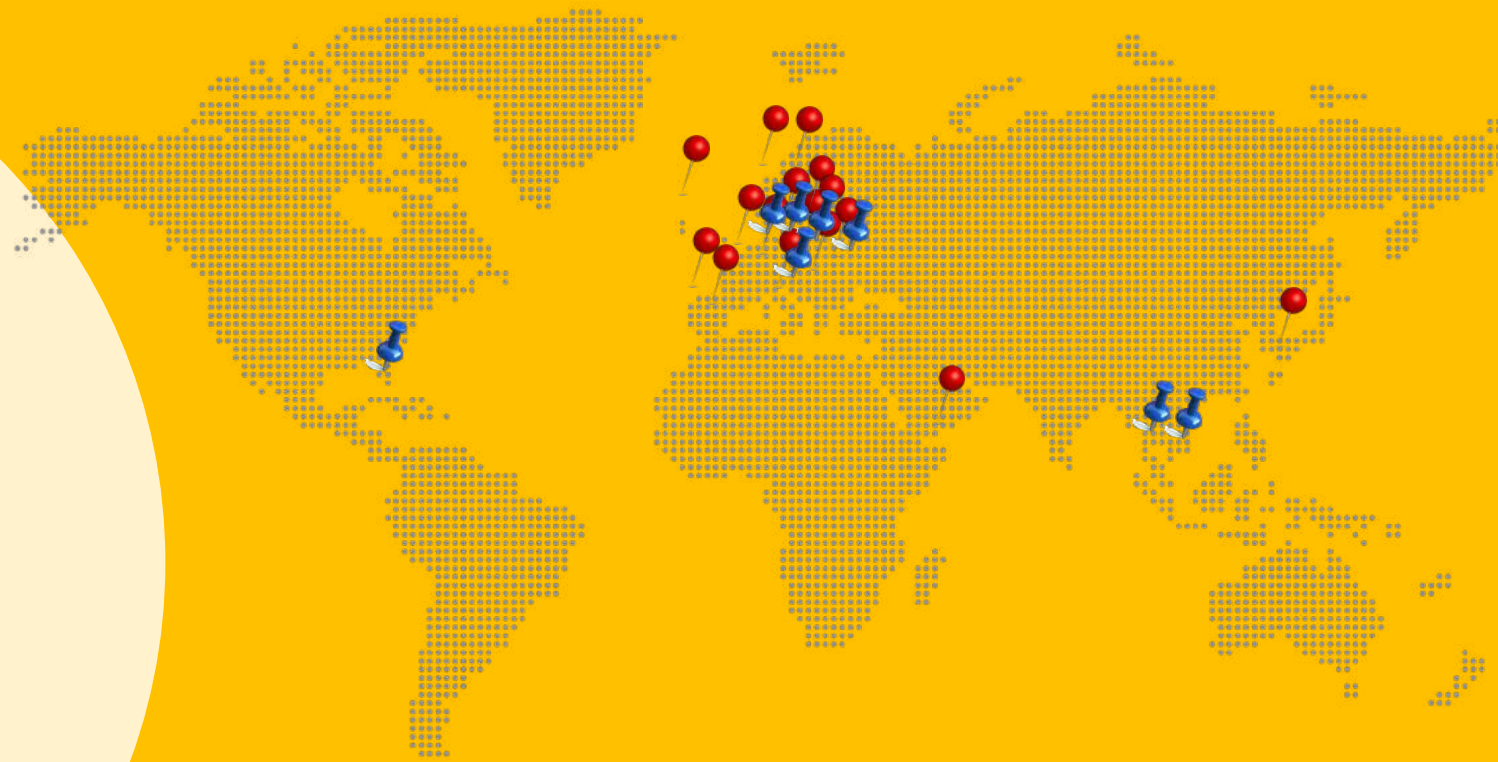
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Intro

- Winter of 22-23 '*Meetings, by Default or by Design*' appears.
- MindMeeting decides to launch the book in a series of sessions worldwide.
- Purpose: to research the new Post-Covid reality of face-to-face meetings.
- We met 299 meeting professionals (as of July 23)
- Under our guidance, they explore the added value of face-to face over remote meetings.
- This report contains both their findings as well as our recommendations.

The Launches

World Book Tour



Where we have been

- Taipei
- Madrid
- Barcelona
- Helsinki
- Tallinn
- Copenhagen
- Eindhoven
- Dubai
- Brussels 1
- Brussels 2
- Wroclaw
- Krakow
- Gdansk
- Warwick
- Vienna 1
- Turin 1
- Turin 2
- Brussels 3



Scheduled book launches

- Geneva
- Cancun
- Kuala Lumpur
- Vienna 2
- Bratislava
- Luzern

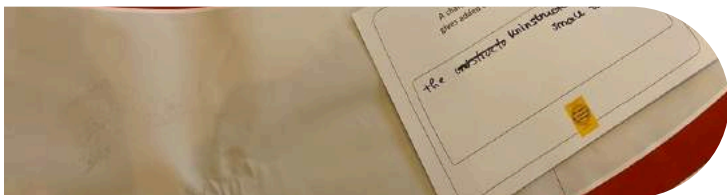
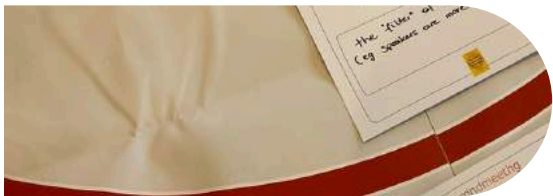
Our Research

Questions

- 1) What makes face-to-face unique?**
- 2) Should face-to-face programs offer a different balance between participant activities, thanks to that uniqueness?**



**The Work
Process in the
sessions**



- Groups of 5-35 people, on average 17 participants.
- Profile: Meeting professionals & meeting owners.
- Interactive session of 90 minutes, variety of work formats.
- Capturing how much time, according to session participants, meeting delegates commonly dedicate to a choice of activities during face-to-face meetings.
- Deep-dive into the unique characteristics of face-to-face meetings.
- Capturing participants opinion about how much time meeting delegates *should* dedicate to these activities in face-to-face meetings, given their unique characteristics.
- Sharing Meeting Design advice on how to make the change.

Research Question 1

What makes face-to-face unique?

Raw Data

What participants mentioned:

SOCIAL INTERACTION WARMTH UNDERSTANDING BEHAVIOUR
PHYSICAL ENCOUNTERS MULTI-SENSES EMOTIONAL CONTACT
ON-THE-SPOT EXPERIENCE EMPATHY BODY LANGUAGE/FACIAL EXPRESSIONS
INTENSITY RELATIONSHIP BUILDING PHYSICAL CONTACT PRESENCE
HANDSHAKE TOUCH EMOTIONAL CONNECTION CONTRIBUTIONS
NON-VERBALS MULTIPLE LAYERS OF INFORMATION
DEPTH OF RELATIONSHIPS HUG PROXIMITY CONCENTRATION
ACCOUNTABILITY BETWEEN THE LINES STRONG RELATIONS INTERACTION
USE THE SENSES BUZZ AND ENERGY INTERPERSONAL CONNECTION
SHARED IMMERSIVE EXPERIENCES ENGAGEMENT READ THE AUDIENCE
ATTENTION MIND READING EASY HUMAN CONNECTIONS
BETTER KNOWLEDGE EXCHANGE COMPLEX OUTCOMES
GENUINE CONNECTIONS SHOW/READING EMOTIONS SENSE OF COMMUNITY

Analysis of these Raw Data

Observations:

- We found that our participants feel strongly about the uniqueness of face-to-face meetings, but have very different views on what that uniqueness essentially is.
- However, as researchers, we observe a common denominator in both the raw data as well as the actual conversations in the sessions.
- In Frankfurt and Cancun, audiences overwhelmingly acknowledged our observations, during 3 presentations of our research findings.



Common Denominator: face-to-face meetings are unique because:

- Human proximity
- gives depth to communication,
- because signals (smell, micro-expressions, body postures, physical environment, movement, hormones) are perceived much more precisely.
- This characteristics contribute strongly to relationship building, quality of dialogue and emotional involvement.



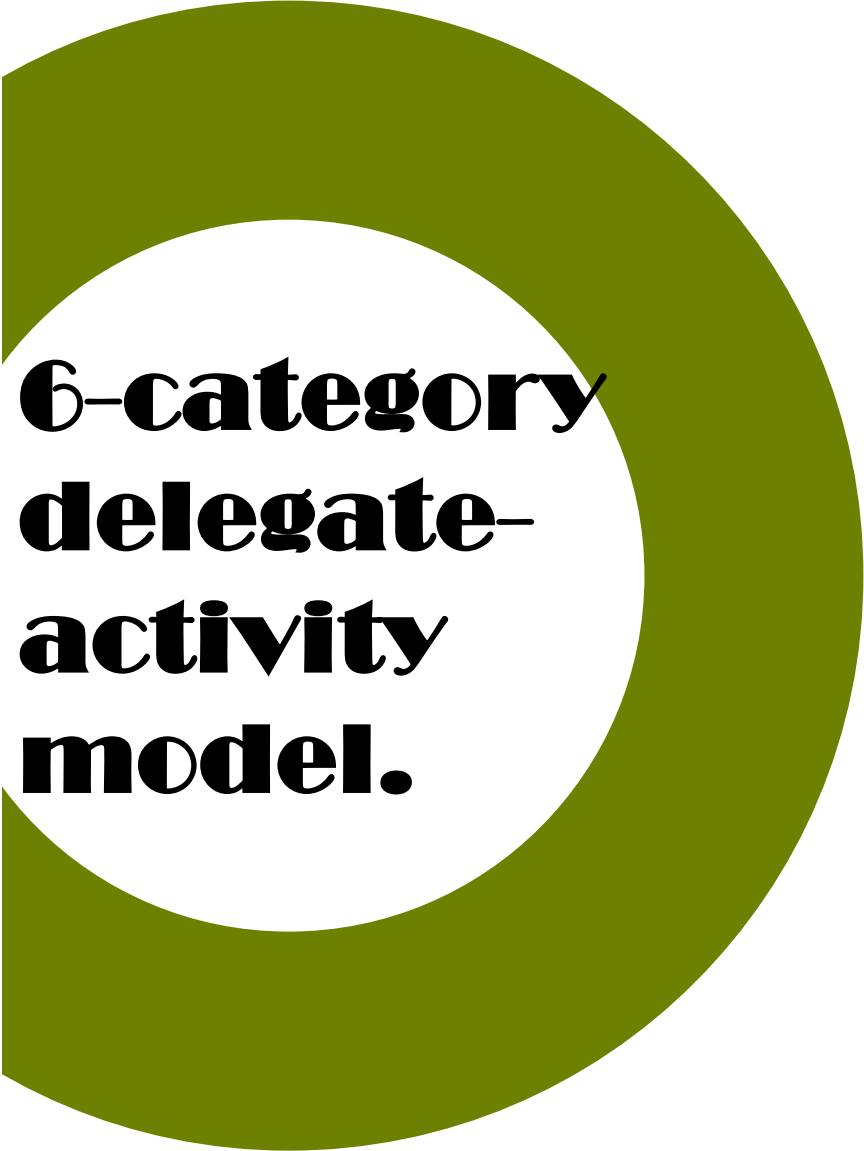
Research Question 2

Should face-to-face programs offer a different balance between participant activities, thanks to that uniqueness?

Raw Data

We measured: Default delegate time allocation in face-to-face meetings, versus how delegates *should* use their time in a well-designed meeting.

Measurements based on a 6-category delegate activity model and expressed as the number of minutes dedicated to these activities during a hypothetical 8-hour conference day.



**6-category
delegate-
activity
model.**

**1. One-directional
presentations**

2. Exchanges

3. Groupwork

4. Relationship-building

5. Logistics

**6. Unprogrammed
activities**



Data

Do not try to read this table!

	Number of Pax.	1. presentations	current	recalibrated	min.	2.exchange	current	recalibrated	min.	3.groupwork	current	recalibrated	min.	4.relationships	current	recalibrated	min.	5.logistics	current	recalibrated	min.	6.unprgrammed	current	recalibrated	min.
MAD	25		20,25%	12,50%	-37		20,47%	23,13%	13		14,31%	18,75%	21		22,04%	27,71%	27		12,83%	9,17%	-18		8,51%	6,25%	-11
BCN	5		25,00%	16,25%	-42		16,88%	22,50%	27		15,63%	22,50%	33		15,63%	20,00%	21		14,38%	10,00%	-21		11,25%	8,75%	-12
TPE	28		27,00%	11,50%	-74		22,75%	25,50%	13		18,13%	24,25%	29		14,88%	21,00%	29		9,38%	7,50%	-9		8,88%	11,25%	11
HEL	12		34,62%	17,71%	-81		15,87%	22,73%	33		15,38%	21,88%	31		13,46%	23,44%	48		13,46%	8,85%	-22		7,69%	7,81%	1
TAL	35		27,62%	18,00%	-46		15,73%	25,72%	48		13,75%	24,61%	52		16,98%	20,60%	17		12,80%	6,51%	-30		8,85%	4,62%	-20
CPH	8		33,33%	14,06%	-93		16,67%	23,44%	33		11,81%	25,78%	67		14,93%	17,97%	15		15,28%	12,11%	-15		15,28%	12,11%	-15
EIN	28		24,33%	12,50%	-57		19,64%	23,56%	19		18,30%	25,72%	36		18,08%	21,88%	18		10,49%	8,17%	-11		7,14%	7,45%	1
BRU1	9		21,44%	14,06%	-35		23,21%	28,13%	24		8,04%	18,75%	51		26,79%	27,34%	3		10,71%	7,81%	-14		9,82%	7,81%	-10
DBX	21		24,06%	12,83%	-54		17,81%	20,39%	12		16,88%	23,68%	33		20,00%	27,30%	35		10,71%	8,09%	-13		11,61%	8,75%	-14
WRO	12		20,31%	9,38%	-53		20,05%	23,96%	19		18,23%	25,52%	35		19,53%	25,52%	29		11,98%	8,33%	-18		9,90%	6,77%	-15
KRA	11		30,00%	15,34%	-70		21,25%	26,25%	24		13,75%	25,00%	54		15,63%	21,25%	27		9,38%	8,13%	-6		11,88%	6,88%	-24
GDA	20		26,09%	12,50%	-65		22,34%	23,13%	4		16,88%	26,04%	44		13,82%	24,01%	49		11,01%	6,96%	-19		10,53%	7,24%	-16
WAR	24		26,82%	8,48%	-88		18,75%	24,55%	28		15,22%	23,75%	41		17,05%	25,45%	40		11,96%	7,92%	-19		11,08%	11,61%	3
VIE	14		32,14%	16,83%	-74		15,63%	22,12%	31		12,50%	27,40%	72		29,17%	22,60%	-32		12,50%	6,97%	-27		9,17%	5,05%	-20
BRU2	11		28,13%	11,93%	-78		18,18%	19,89%	8		15,91%	21,02%	25		19,60%	25,57%	29		11,08%	9,66%	-7		8,24%	11,36%	15
TUR1	15		27,92%	12,71%	-73		20,00%	22,92%	14		15,63%	23,33%	37		16,67%	23,75%	34		11,88%	8,13%	-18		7,59%	8,33%	4
TUR2	9		34,03%	13,19%	-100		19,79%	27,43%	37		11,11%	20,14%	43		19,10%	24,31%	25		7,99%	7,64%	-2		7,99%	9,72%	8
Aggregated	17		27,24%	13,52%	-66		19,12%	23,84%	23		14,79%	23,42%	41		18,43%	23,51%	24		11,64%	8,35%	-16		9,73%	8,34%	-7

Raw Data averages:

**Change identified by participants in the time
dedicated to the activities in the 6-category
activity model**



1. One-directional presentations

27,24% >>> 13,52%
– 66 mins



2.
Exchanges

19,12% »» 23,84%
+ 23 mins



3.
Groupwork

14,79% >>> 23,42%
+ 41 mins



4.
**Relationship
building**

18,43% >>> 23,51%
+24 mins



5.

Logistics

11,64%



8,34%

-16 mins



6.
Unprogrammed
activities

9,73% >>> 8,34%
– **7 mins**



**Summary of
what our
participants
find:**

- 1. Face-to-face meetings need substantially more Groupwork, Relationship building, and Exchange, to fully capitalize on their uniqueness.**
- 2. Less time should be spent on One-directional presentations.**
- 3. Logistical activities should get less time.**
- 4. Unprogrammed activities are mostly undesired.**

MindMeeting's

recommendations

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🎯+ **41** minutes more groupwork
**Facilitate groupwork,
using skilled facilitators**

🎯- **66** minutes less one directional
**Share information remotely and
capitalize on interaction**

🎯+ **24** minutes more relationship building
**Offer participants “guided
networking” formats**

🎯 **Bonus:**
- **Design how to use mobile
phones**
- **Make unprogrammed
behavior meaningful**

🎯- **16** minutes less logistics
**Add meaning to logistical processes
and turn them into networking**

 **Recommendations**

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The book



In order to achieve the desired changes

• Meetings, by Default or by Design

has demonstrated its value as a guide.



Meetings, by Default or by Design
A workbook with 100+ upgrades and enhancements for all those who desire better meetings & events, conceived and written by Mike van der Vijver and Eric de Groot



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To the hosts of the book launches

**Thank you,
dear hosts,**

**for making this research
possible. Thank you for your
kindness and thank you for
being as curious as we are!**



Madrid	Eventoplus, Eric Motard, David Benitez
Barcelona	Evenia Hotels, Xispas, Toni Perez
Taipei	Collaborative Communications Academy, Tammy Lai
Helsinki	HOUNE Helsinki, Hera Choi, Ida Hakola, Evon Blomstedt
Tallinn	Orange Time, Mikk Puurmann, Hardi Kinnas and Mari Liis Toome
Copenhagen	HUONE Kobenhavn, Anja Bruun
Eindhoven	Fundamentals, Juup de Kanter
Brussels	MPI Belgium, Sofia Rodrigues, Erwin Dielens
Dubai	DAC, Dubai Chambers of Commerce, Layla Derraz, Najla Ibrahim
Wroclaw	Wroclaw Convention Bureau, Wiktoria Król-Cieciorowska, Dagmar Lukaszewska, Anna Gorska
Krakow	Krakow Convention Bureau, Symposium Cracoviense, Anna Jedrocha
Gdansk	Gdansk Convention Bureau, Radisson Blu Hotel, Anna Marzec
Warwick	Warwick Conferences, Gail Thomson and her team
Vienna	Enited, Salzburg Convention Center, Ivo Franschitz, Natascha Ringerthaler
Brussels	Associationworld, Barcelona Convention Bureau, Kaj Troll, Anna Bueno
Torino	ETF, Manuela Prina
Torino	Turin Chamber of Commerce, Turin Design Centre
Brussels	Salzburg Convention Bureau, Heidi Strobl

Status of the research

The results presented in this report represent the preliminary outcomes of our research, as of July 2023. As indicated in slide 4, MindMeeting pursues further book launch sessions to obtain confirmation of the trends observed.

Eric & Mike.