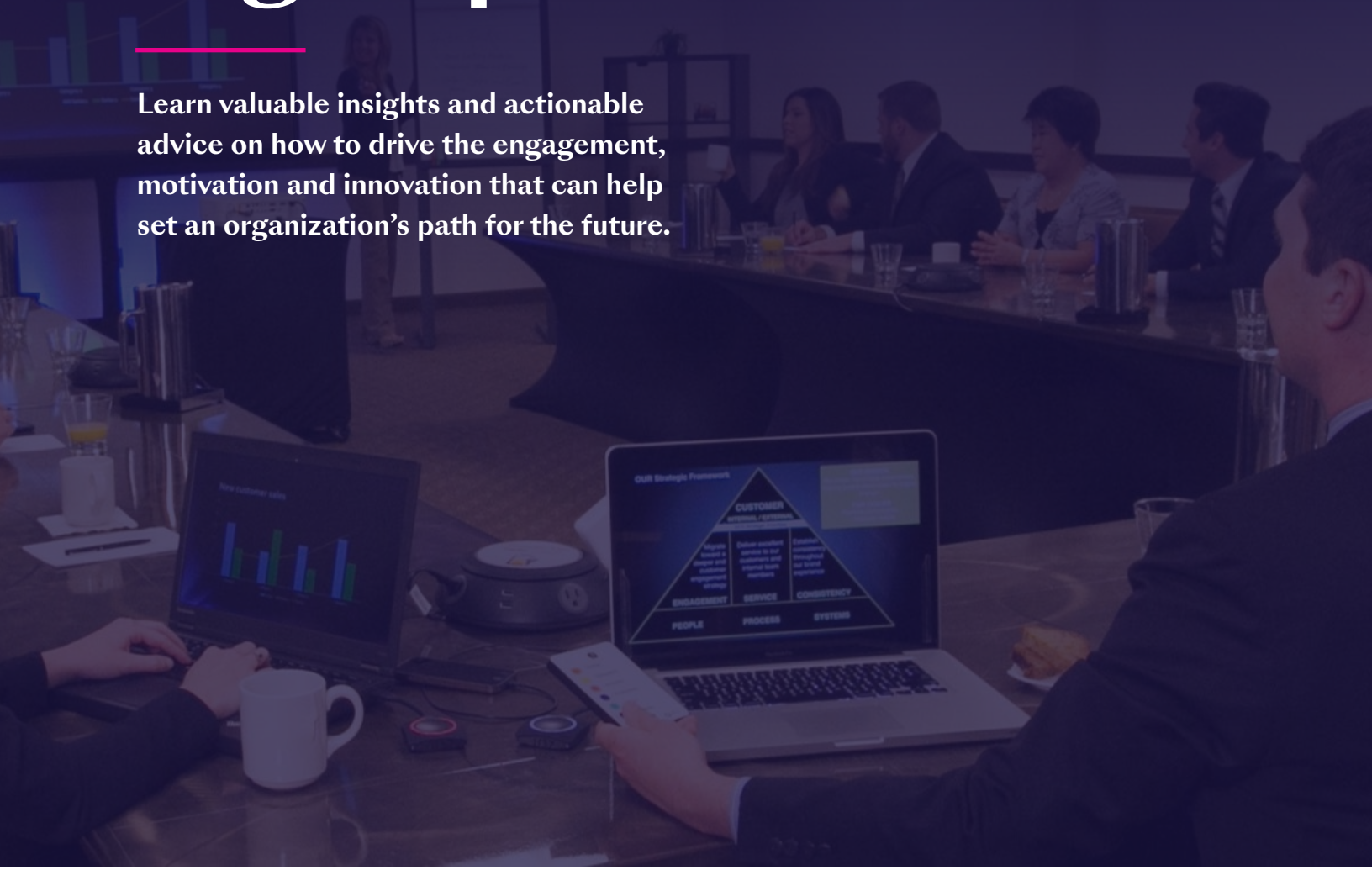
Small Meetings. **Big Experience.**

Learn valuable insights and actionable advice on how to drive the engagement, motivation and innovation that can help set an organization's path for the future.



encore℠

EVENTS THAT TRANSFORM

Why go big on your next small meeting?

Small meetings help transform organizations. When planned with intention, they can drive the type of collaboration and community building that spurs innovation and change. How? With a lower participant count and greater face time opportunities for attendees, they foster more inclusive, meaningful conversations and strengthened connections between participants, stakeholders and your programming.

They're also good for business, positioning you as a valuable strategic advisor. Small meetings enable planners to deliver hyper-targeted agendas that can more effectively execute key objectives, whether the goal is to facilitate problem solving for customer issues, team building or setting the organization's path for the future. This in turn can help you 'earn a seat' at the C-suite table when it comes to designing meetings for impact and change.

This meeting type is also on the rise — the uptick in small meetings has brought their numbers closer to 2019 levels in a faster revival than the industry is seeing with larger events, according to Skift. However, while



Meetings & Conventions reported small meetings can be 30-75% of an aggregate meeting spend, research shows that an overwhelming majority of these meetings are considered unproductive by survey participants.

So how can meeting professionals overcome common challenges that affect audience sentiment and their meeting's mission? Read on to explore guidance from the experts on everything from engaging participants to optimizing your meeting space to impressing stakeholders with your meeting's measurable value, so that you're in the best position to assert yourself as a strategic team leader.



This guide will teach you practical, step-by-step advice on how to create a big experience with your next small meeting!

What's in this guide?

- Get started: What do we mean by "small meetings"?
- Map out needed tasks to help achieve your meeting goals
- Align on key objectives to plan with purpose
- Leverage the right solutions to drive engaging experiences
- Demonstrate your meeting's value to key stakeholders





GET STARTED

What do we mean by "small meetings"?

Small meetings are defined differently by various organizations and stakeholders. For many in the industry, including Encore and Meeting Planners International (MPI), small meetings are categorized as having 50 participants or less.

Uses

- Board meetings
- Top-to-top sessions
- Breakouts
- Management training sessions
- Company retreats
- Company launches or refreshes
- VIP customer events
- Functional and/or regional team meetings
- Planning sessions
- Customer strategy events
- Strategizing or team-building sessions
- "Unconferences" — nontraditional, more collaborative meetings

Understanding small meetings' wide range of benefits

- More intimate — more voices heard, greater engagement
- Smaller groups move at a faster pace; understanding happens more rapidly
- Fosters trust, unity, mentoring
- Richer debate vs. high-level comments
- More likely to produce disruptive innovation
- Challenging topics are handled live vs. moving offline

> **"With small events, relationships can be built outside of the business context which lends to that sense of trust, and more well-rounded relationships in the office."**
>
> — Marc-Antoine Bonin
> *Forbes Councils Member*



Map out needed tasks to help achieve your meeting goals

Changing demands and requirements — driven by everything from stakeholders to budgets to participants' higher anxiety levels and lower, eight-second attention spans — are adding new complexities to planning and producing impactful small meetings. Many small meetings are far from simple to execute — even the most standard setup involves several tasks.

> "If you fail to plan, you are planning to fail."
>
> — Ben Franklin

Set yourself up for success with the following checklist

Pre-Planning Tasks

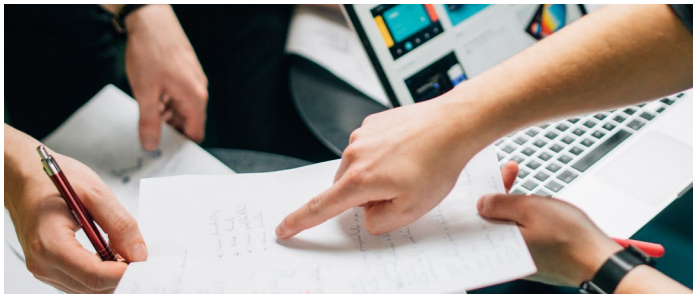
- ☐ Align with stakeholders on key objectives
- ☐ Determine your meeting's scope
- ☐ Set a budget
- ☐ Sign relevant contracts
- ☐ Develop a meeting theme
- ☐ Visit venues/select a meeting space

Planning Tasks

- ☐ Assess venue requirements
- ☐ Create an agenda
- ☐ Develop content
- ☐ Select needed equipment and provisions
- ☐ Plan any food or beverage options
- ☐ Develop engagement tactics
- ☐ Send out invitations/registration details
- ☐ Comply with all company policies

Post-Production Tasks

- ☐ Conduct/review post-event follow-ups/surveys
- ☐ Analyze and present metrics



Align on key objectives to plan with purpose

One critical step behind your next successful small meeting? Planning with purpose. Aligning with stakeholders on key objectives, and understanding the organization's focus and priorities, will enable you to design events that support its broader efforts.

Doing so benefits your participants as well. Today's audiences seek inspiration and value from meeting experiences. By building excitement around a central focus, you can strengthen attendees' connection with your programming — an outcome that can help show its value and justify its spend in post-production reporting.

By thoughtfully considering the intention of your meeting, how it promotes the organization's greater purpose and how you can present it in a fresh way to audiences, you'll be well on your way to creating an engaging, unforgettable experience.



Five Key Questions All Small Meeting Planners Should Ask

1. What do I want attendees to remember — what are the objectives?
2. What technology do I need to ensure a seamless small meeting?
3. How can I upgrade and really bring the "wow"?
4. What cutting-edge solutions help inspire, motivate and engage?
5. What support is available to execute a great small meeting?

To learn more, download the **Small Meetings Checklist**.

Leverage the right solutions to drive engaging experiences

Don't underestimate the importance of having the right tools to fulfill your small meeting goals. Small meetings can require the same mindfulness as a large-scale event, especially when the stakes are higher. So how do you ensure you deliver an experience that wows your audience and leaves a lasting impression? With the right technology solutions, your smaller scope and audience size can work in your favor when it comes to achieving your desired outcomes.

Here are our top recommendations for smart solutions that can help you navigate common meeting challenges to do just that.

Plan for the "Generation C" mindset — cross-generational ... technology-loving attendees who want creation, content, curation, connection and community prefer small meeting formats.

(Source: CNN, Seth's Blog)

CHALLENGE

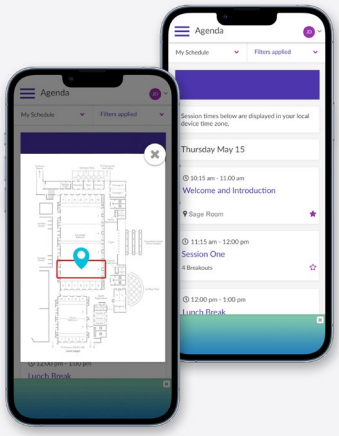
How can I boost audience engagement on a budget?

SOLUTIONS

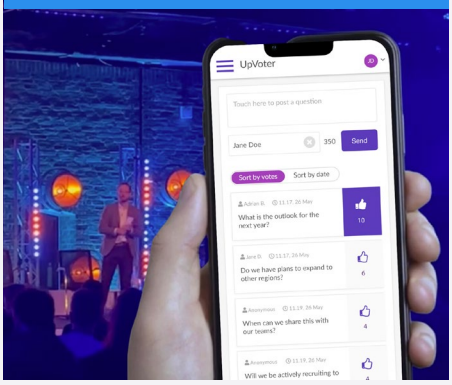
An easy-to-use and budget-friendly event site, like Chime Go℠, increases in-person, hybrid or virtual engagement opportunities with its interactive tools. Participants can use their own smart device for:

- Pre-event and onsite access
- Detailed digital agendas and maps
- Live Q&As/Upvoter
- Real-time or on-demand broadcasts that enable remote attendees or presenters to participate

Post-event, you'll be able to check analytics on engagement levels, questions asked and more — which can help you deliver more targeted content in the future and inform the data story you share with invested parties.



Chime Go℠



CHALLENGE

How can I optimize a limited space to achieve my meeting goals?

SOLUTIONS

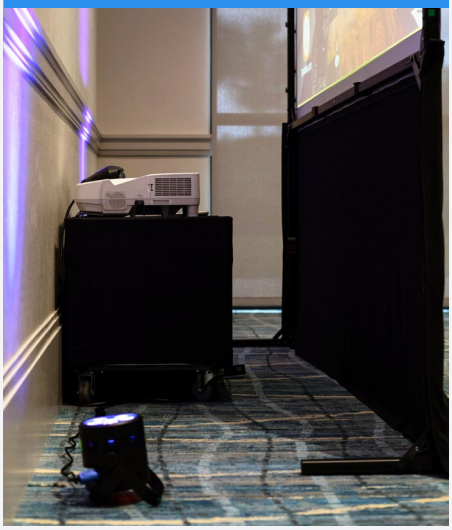
Regardless of your space and its perceived limitations, the right technology solutions can help set you up for success when it comes to bolstering stronger connections between participants and your program. With a streamlined short-throw projector and tension screen, you can:

- Create more space for seating and networking
- Eliminate room clutter
- Provide a more visually appealing environment
- Avoid a visible projector, cords or cart taking up space and distracting from your programming

Using clever design accents, like branded screen skirts, you can:

- Customize visual elements to promote interest
- Visually reinforce a brand or idea to make it more memorable

Ultra-Short Throw Projector







CHALLENGE

How can I maintain participants' focus throughout the meeting?

SOLUTIONS

Keep your audience's attention with a message heard loud and clear. We offer a number of versatile audio solutions that can detect and prevent interference so that your presenters are unrivaled as the meeting's focal point.

- Wireless conference mics
- Headset mics
- Wired tabletop mics
- Catchbox throwable mic

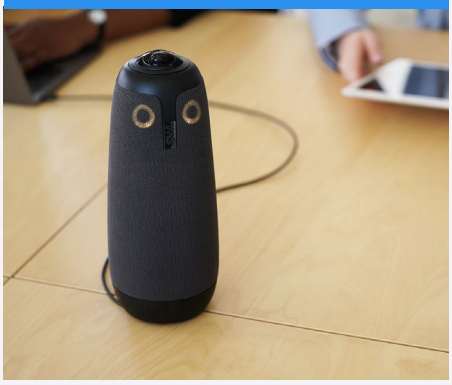
  → **Pro tip:** This mic is a great tool to promote audience interaction

Tabletop Mics



Need to create an inclusive, interactive meeting environment for participants joining virtually? Choosing the right camera for your room layout and needed field of view can make all the difference in connecting and engaging dual audiences. Explore these factors and other core considerations here — our experts would love to offer personalized guidance to make sure you have the best solution for your needs.

Meeting Owl



Here are a few popular video conferencing options used in small meetings with a hybrid component:

- Rally
- Owl
- Thor
- Meetup



Another tip to fight disengagement? Visually reinforce your message!
Vibrant graphics, digital signage and powerful videos can increase participants' understanding and retention. Here are two technology solutions that can keep visual content and key themes front and center:

- Monitors
- Dual screens for increased visibility

CHALLENGE

How can I create an ambiance that enhances my meeting outcomes?

SOLUTIONS

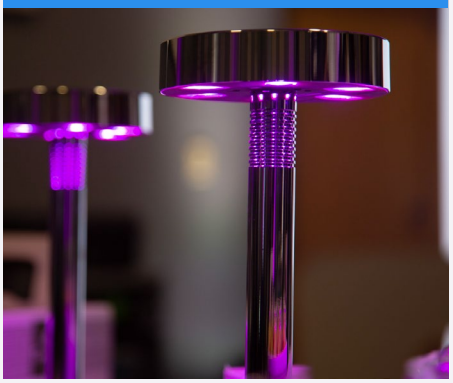
Leverage the persuasive power of color! Did you know even short exposure to widespread color can have an effect on your participants? You can evoke certain emotions and behaviors by being strategic about this aspect of your meeting design.

Here are some technology solutions that can introduce a range of colors to help promote anything from excitement to creativity to optimism:

Uplighting



LED Table Lamp









Another pro tip? Influence participants' mindsets with music!

Music can breathe new life into your small meeting, elevating the experience and taking your audience to new emotional spaces. With Encore music, you can:

- Curate a desired mood
- Play hit songs from today's popular artists
- Choose from hundreds of curated playlists
- Avoid needing to obtain a separate music license (like with a generic streaming service or music you bring yourself)

CHALLENGE

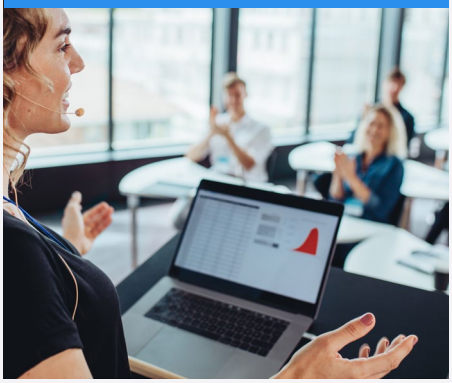
How can I prevent program interruptions?

SOLUTIONS

No one wants to wait through buffering or interrupted streaming during a presentation. It's the surest way to quickly lose a room's attention. Source fast and secure internet, so you can:

- Run any speaker's multimedia presentation without a hitch
- Ensure attendees can download the meeting app or any related resources interruption-free
- Gain peace of mind with best-in-class connectivity
- Benefit from extensive technical support to keep glitches at bay

Laptop Rental



Another hack meeting planners often turn to? Renting a laptop so that their technology suite is fully capable and integrated with the rest of their setup. By renting a laptop, you can:

- Easily access hard-wired internet for a secure, reliable connection to stream videos or other content
- Troubleshoot connection and compatibility in advance
- Avoid the worry of an organization locking down your USB port (which you need to connect a web camera to)
- Just show up knowing everything is ready to go



When it comes to displaying content, wireless slide advancers can seamlessly present your next slide, resource or presentation with the click of a button. With this technology, you can:

- Easily and wirelessly share content from your PC, Mac or even mobile apps
- Streamline collaboration and sharing documents
- Promote an engaging and interactive environment

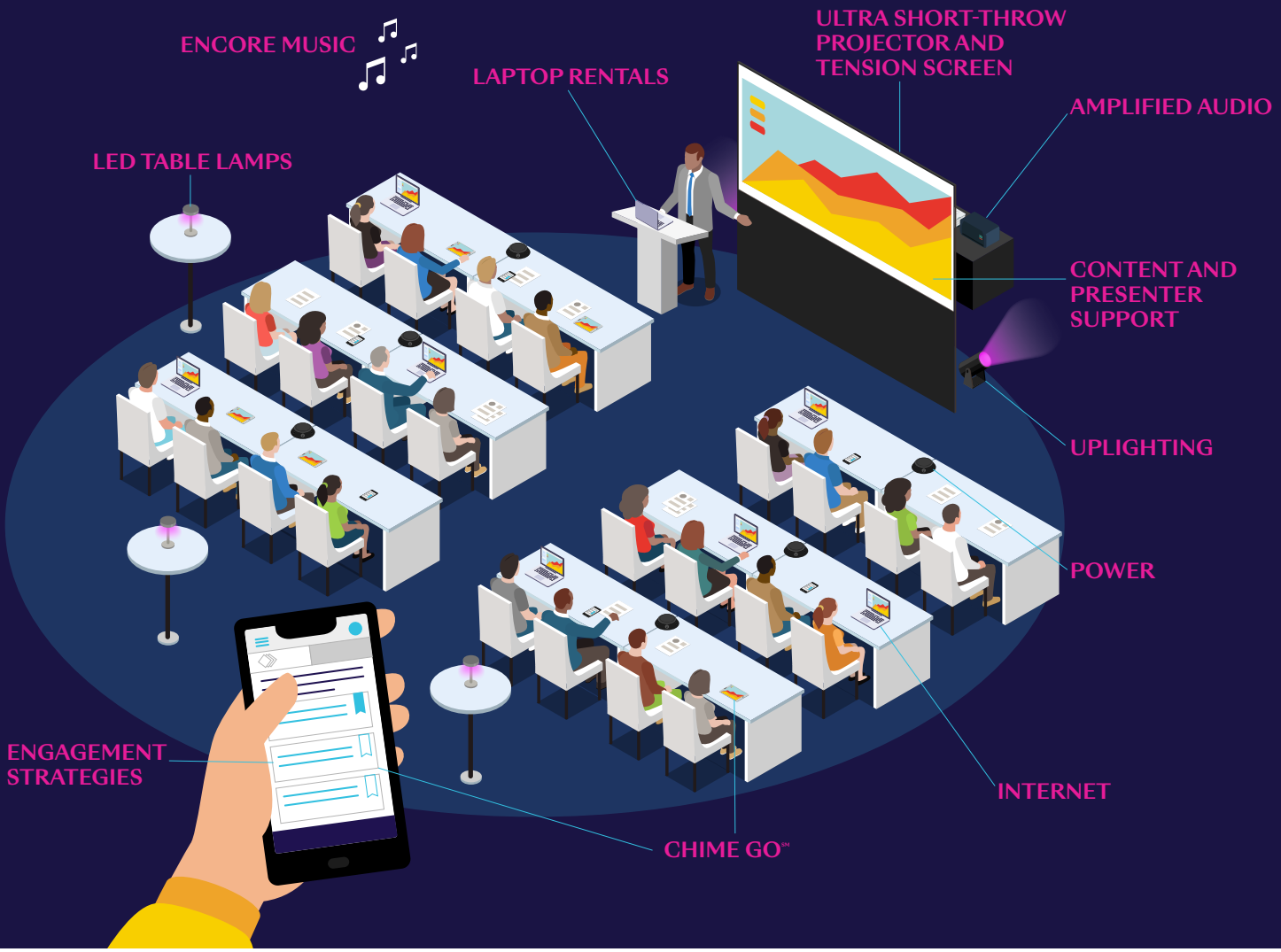
Let's take a look at these solutions in your finished setup!

By partnering with Encore, you'll have end-to-end support with these technology solutions before, during and after your meeting, empowering you to maximize your impact.

WE PROVIDE
Expertise in elevating your meeting space's layout and capabilities

Assessment of technology needs to recommend the right choices based on your unique meeting requirements and goals

Digital solutions that can increase in-person engagement and provide a hybrid element on the spot for any last-minute needs



Demonstrate your meeting's value to key stakeholders

Successful small meetings can make a real difference in the success of your organization. As a meeting professional, you are the expert in this field, and it's up to you to make sure that value is fully recognized and appreciated by those who hold the power to drive change.

In today's business climate, it can be challenging to get buy-in from key stakeholders, especially when it comes to small meetings. However, by capturing their ROI, you can illustrate the tangible value they bring to your organization and target decision-makers head-on with strategic insights on the value of these experiences. This, in turn, helps you gain the support and investment needed to continue hosting these small but mighty gatherings.





Effective ways to assess your small meeting's ROI

- Attendee count
- Engagement levels
- Effective collaboration:
  - Idea share
  - Problem-solving
  - Long-range planning

Capture ROI metrics with Chime Live

Chime Live℠, a more robust version of the Chime Go event platform, can help you track some of this valuable information, enabling you to bring back measurable results to your key stakeholders. With its analytics dashboard, you can apprise attendance, engagement and event results as well as responses to Q&As, polls, surveys and feedback forms.

When it comes to improving engagement — a valuable part of your ROI — Chime Live also offers greater opportunities for interaction. In-person participants are equipped with Encore iPads so they have presentations in hand along with the aforementioned engagement tools, making it a sleek and streamlined solution that can help impress VIP audiences.



encore | chime live℠

Benefits of partnering with Encore for small meetings — from the simple to the complex

Whether you need to deliver content to an audience of 50 or 500, a meeting's importance is not always measured by its size. Today's meeting climate provides planners with an unprecedented opportunity to refresh their meeting strategies and create truly unforgettable experiences. With the right solutions, you can start your next small meeting equipped with the optimal tools to exceed participants' expectations, deliver engaging experiences that leave a lasting impact and delight your organization with measurable results.



Interested in even more custom meeting solutions? Encore can help ensure you deliver a memorable meeting experience by providing:

Creative and content support

- Meeting strategy and thematic development
- Creative self-service presentation templates
- Branded visual assets, banners, posters, decals
- Video production
- Motion graphics and animation
- Speech writing

Meeting organization and design

- Meeting management
- Staging and presenter support
- Drapes/scenic tiles
- Scenic softwalls, tiles and panels
- Power support

Let's connect!

Ready to reach new levels of success with our custom small meeting solutions? We'd love to discuss your specific needs — schedule a free consultation today!

Enhance my next small meeting

encore℠
EVENTS THAT TRANSFORM