

# FRESH14 PROGRAMME

Sunday, January 26th

Everest I/II

Everest III

13:00

MSI Members Lunch

14:00

MSI Members Pre conference session with CEO round table

15:30 BREAK

16:00 **OPENING: Connecting FRESH13 to FRESH14 and the overall FRESH context.**

What did we do in the previous two FRESH conferences and how are we curating and distributing that content? How FRESH is creating new educational foundations and content for meeting design and how this FRESH14 relates to that bigger plan...

17:00 BREAK with Aperitif...

17:30 **OPENING: Storytelling round the campfire - Are you ready for the next two days?**

Great meetings are all about great people - not just the delegates but the owners, the designers, the planners, the crew and the talent - and great people management. In this campfire session we'll get to know each other, tell stories and open our eyes to the qualities and skills that great meeting designers and planners possess that make them great.

19:00 OPENING DINNER

Monday, January 27th

Everest I/II

Everest III

08:30 **Theme Opening Presentation**

'How did Korean Airlines go from having one of the worst accident records in the world, to one of the best? Team resource management has changed the way that airlines, Emergency Rooms and even motor sports function. These sectors rely on assembling and managing teams of specialists to deliver perfect results every time, often against tight deadlines, sometimes in difficult circumstances. Does that sound familiar? What are the critical lessons from these environments that we can apply to meeting design and delivery?

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09:15 LOBBY: starting the WeConference

09:30 **Building and leading a successful meeting team (WeConference)**

In the meeting industry, people rarely die if we fail to perform; but, as professionals, perfection must be our goal. In this 'Re-conference' session you the participants will explore whether the experiences of other industries are relevant to meeting design and delivery, what we have learned and how we can apply it. Discover the Event Rootsmeeting format!

**11:00 BREAK with Learning Carousel**

This is your opportunity to learn more about the tools, the technology and the Human Tools on display at FRESH14 - and vote for the best of the best. It's "exhibition meets speed-dating": the presenters have just five minutes to pitch their product or service - and that includes time for questions! The audience is split into small groups to make the format more personal and effective.

**12:00 Growing up to be a Meeting Architect**

**A** Is Meeting Architecture a discipline or a profession? What is the difference between meeting design and Meeting Architecture? Where can we learn to become one? How are schools doing? MAP courses and the MAP workbook presented. CMA Certificate in Meeting Architecture: do we need one? Co-creation session where to take the MA courses next?

**13:00 LUNCH**

**14:00 Telling the story, driving the message**

**C** Who are the communicators and how to communicate messages. Or is group change the goal? How does a corporate meeting differ from an association conference? How to create a theme, make good presentations, improve your speakers impact? How was the FRESH conference program created?

**Lac Geneva, BC II floor:  
Corporate Round Table**

This is a closed session for corporate executives only – and is offering to experience a meeting format for executive challenges. Participants are Marketing Directors and Managers of Meetings from other corporates and organisations.

**15:00 BREAK with Learning Carousel**

This is your opportunity to learn more about the tools, the technology and the Human Tools on display at FRESH14 - and vote for the best of the best. It's "exhibition meets speed-dating": the presenters have just five minutes to pitch their product or service - and that includes time for questions! The audience is split into small groups to make the format more personal and effective.

**16:00 Designing sticky, powerful productions**

**D** Designing a good opening session (show?), visualising or enacting a great meeting theme . What is the role of a (creative) producer? Is the producer becoming the Meeting Architect? Or is a producer a more creative personality? Are producing video and producing a stage setting the same thing? How effective are panel discussions and how can they be improved - the hard data from industry research.

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**Capturing conferences content. And Distribution?**

How do we best record what is presented or produced at a conference? We have many options like recording sessions, text reporting, sound recordings, voxpops, conference photography, ... How to coordinate and get it sponsored. What are we doing at FRESH?

**16:50 Co-creation session** of the '7 essentials in presentation or Panel improvement' what are the seven fast and affordable actions every conference should take to get the most out of its speakers?

**17:00 Who are technicians and why do they count?**

**B** Builders or - in case of meetings - the technicians play an increasingly important role as presentation technology, more demanding meeting owners and spoiled participants and hybrid meetings complicate the AV and technology. At fresh there is a massive amount of technicians and some people ask: do we really need this? To try to answer this question, the producer takes us backstage and presents each function.

+ **Backstage (Hybrid) tour.**

**Healthy, green and well designed: sustainable meetings**

What connects meeting design and sustainability? How does "green" work in meeting architecture? What is a green venue and what is a sustainable one? The ESEC is adjacent to FRESH and gathers all specialists in sustainability. The FRESH conference takes place in one of the worlds greenest Hotels and a tour around the venue is planned right after this session.

+ **Hotel Sustainability tour**

**18:00 Free time followed by the evening programme**

**19:00 Coach transfer and the dinner at Radisson SAS**

Everest I/II

Everest III

08:30 Hybrid meetings update

How can you get 28 people into one online meeting room all WITH video? Not with Skype, Goto Meeting or Google plus! FRZQH shows what can be done with the latest technological evolution. Webcasting got cheaper again. What is the difference between a webcast and an online meeting system? How can we work around the delay? What is the risk and will it ever be risk free? Interaction for the on line 'viewers' a pest or a must?

Mike's Secret App Lab

Learn everything about apps and what other meeting organisers and meeting designers do with them. Learn from case-studies and best AND worst practice - and share your own experiences. A co-creation session that results in knowledge for you and a secret document: The Ten Commandments for app improvement.

09:15 The value of entertainment? Or is it edu-tainment?

E Why do we use entertainment and can we - should we - make it more educational? Some say entertainment is a waste of money, others claim the opposite. Jennifer Lem has a background in conference educational entertainment and is now trying to find the truth.

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10:15 BREAK

10:45 Who is a facilitator? And (why) do we need one?

F What is the difference between a facilitator, a moderator and an MC? Is a facilitator a professionally trained group coach or someone that craves stage-time and attention? Can a facilitator do any kind of facilitation or do we have to select facilitators that come with a rigid set of techniques? How do we select a facilitator? Are there any professional bureaus or agencies like for speakers? What skills are we looking for in a facilitator? How is technology taking over Facilitation?

The future - and innovation in meetings

Is social media going to last? Will robots start to represent people in conferences? Is the FRESH14 approach the right one? How can we marry the conflicting needs of on-site and on-line participants? Will poeple still travel in 10 years from now? Several speakers show the newest innovations and report on future research.

12:15 LUNCH

13:05 Summing-up ABCDEF: People-Experts-Professionals in Meeting Architecture

Do the six categories cover all ground? Are they sufficient? Did we miss any professionals? How do you feel about categorising? Can we call them Human Tools? What elas is in the toolbox and what is meeting architecture doing? In the lastr part of this session Participants will use Lego serious play and envision Meeting design and meeting architecture in 10 years from now.

14:05 ART: the theme of FRESH15

A co-creation session about the FRESH15 programme. ART is the third category ion the toolbox for meeting design. ART will be the center of our program. How do you use art? Is production an art? Or is it Music? Acting, role play, theatre? Is it Writing, cripting, or videoproduction, entertainment? Who did we use? Is group paininting or group music of value?

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14:35 Building and leading a successful meeting team (conclusion)

A highly successful meeting designer and planner will report back on - and make sense of - the results of Monday morning's *EventRoots*session, while sharing his own experience of building and leading successful meeting teams

16:05 BREAK

16:35 Transition session: FRESH hands over to ESEC

16:50 Opening session of ESEC (free entry for all FRESH participants)

18:20 ESEC WELCOME RECEPTION