

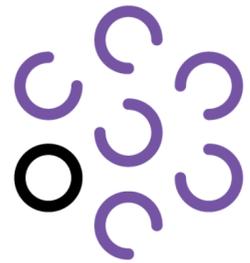


# KNOWLEDGE EXCHANGE

28 MARCH 2019 | 12PM - 5PM  
SHANGRI-LA HOTEL, KUALA LUMPUR

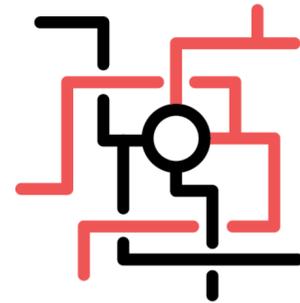
## THE FUTURE OF MEETINGS AND EVENTS

# 2018 Trends Summary



## Emotional Intelligence

Meetings and events will need to move past reactive adjustments to adopt a proactive approach to personalized experiences, understanding the needs of participants before they arrive.



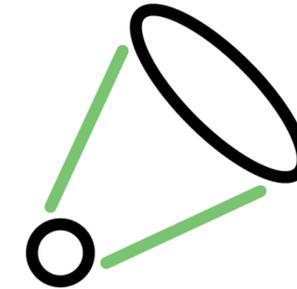
## Orchestrated Serendipity

Experiences must embrace freedom & surprise, freeing consumers from the constant constraint of schedules or agendas. By embracing the unexpected, we can engage participants and leave a lasting impression.



## Multimodal Design

Every event has a unique objective & audience and a space must reflect each event's specific personality and needs. Space is critical to any event, and should be designed to adapt to the ways that participants will engage.



## Bigger than Oneself

You can't just provide content anymore. Every event must have a message. Participants want to understand what's important to a business, and experience events that deliver that message down to the smallest detail.



## Sense of Place

The most memorable events celebrate local surrounding, enriching visitors, exposing them to the local culture, and connecting them with the community to increase engagement.

# INDIVIDUAL IDEATION

## NEW YORK COMIC CON

167,000 Attendees

Javits Center

28 Hotels used in the block

Single day/Multi-day tickets

Ancillary events throughout the city



# INDIVIDUAL IDEATION

Envision and reinvent the Comic Con event of 2020.

1. Re-familiarize yourself with the assigned Trend below.
2. Apply that Trend to each part of the event.
3. Include as many ideas as you can for each part of the event – think broadly!

# Individual and Group Discussion Ideas

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- ❖ Fully themed public and private transportation (buses, coaches, LRT/MRT) services across Comic Con. Transport staff to be in theme with additional mascot activations during the ride.
- ❖ Participants to select preferred transportation theme such as Lego bike, Transformer-mobiles etc.
- ❖ Collaboration with ride-sharing services to provide incentives for participants who are dressed in costume
- ❖ Themed space e.g. Batman caves with the use of Virtual Reality headsets
- ❖ Escape room-related games in line with theme
- ❖ Partnering with cinemas for movie screenings in a themed environment
- ❖ Gamification enabled through event app for point-based leader board system. Points are earned based on social objectives e.g. sustainability goals during the event. Example: Collection of infinity stones during the event.
- ❖ Profiling of participants to be done. Aided by location beacons, prompt those of similar interests to be connected when they are within close distance to each. Tribes and communities to be allocated through each participant profile.
- ❖ Participating hotels to have Comic Con representation stations

# Individual and Group Discussion Ideas

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- ❖ Event venue space is built to be part of a film set where participants play individual characters. Programming to include opportunities to play out impromptu superhero film scripts
- ❖ Professional cosplay make-over session
- ❖ Live-action Role Playing Game for participants to create an avatar and 'choose their own journey' during the event. Participants will experience a game-like environment through the use of Augmented Reality headsets. Participants be provided with a 'playback video' of their journey to share with other participants.
- ❖ Incorporate trivia games with information on event CSR initiatives
- ❖ Session programming that looks back from a perceived future to emphasize impact on current social goals
- ❖ Inclusive programming to reach out to less fortunate
- ❖ Use historic sites within the city to recreate comic environments
- ❖ Individualised content for participants disseminated in the form of comic storyboards (episodes) with a final reveal at the end of the event
- ❖ Participants assigned 'super powers' based on their selected comic character



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