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KNOWLEDGE EXCHANGE

2 APRIL 2019 | 4PM - 6PM
WEWORK NOGIZAKA, TOKYO

THE FUTURE OF
MEETINGS AND EVENTS

2018 Trends Summary
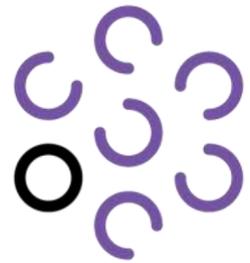
Emotional Intelligence

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.
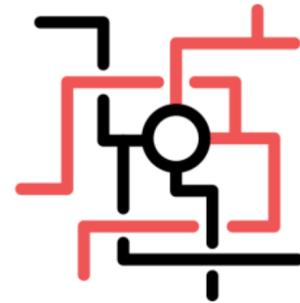
Orchestrated Serendipity

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.
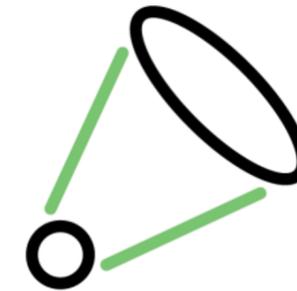
Bigger than Oneself

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!

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Individual and Group Discussion Ideas

❖ Unique transportation ticket across cities where Comic Con is being held.

❖ Themed transportation and storyline from movies e.g. Mario Kart and other micro-mobility vehicles. Transport available at airport, major train stations.

❖ Japanese-style boats as transport options to bring out the local sense of place

❖ Transportation trains can be included as a moving exhibition venue e.g Yamanote Line.

❖ Pick-and-choose type programming. Ancillary programs held close to major participant gathering areas for added interaction.

❖ To leverage city landmarks for both indoor and outdoor (within nature) venues, consider unique venues such as abandoned houses, factories, warehouses, even virtual venues

❖ Gamify venue with immersive-type programming e.g. Participants are part a comic storyline with a cliff-hanger that ends at Comic Con

❖ Off-site venues that are not announced in advance

❖ Participants have a choice to vote for desired programming track.

❖ Possibility of spin-off content crafted by attendees in a parallel comic universe

Individual and Group Discussion Ideas

❖ Networking aided by robots in the style of maid cafes

❖ Encourage cosplay dressing by providing incentives

❖ Create a puzzle that combines online (SMS, email) and offline (post mail) communication

❖ Event program timing to be demarcated by lighting controls

❖ App based networking functions that uses location-tracking technology. App to detect attendees' individual moods to push activities

❖ Video live feed to global audience

❖ Blockchain supported C-to-C online marketplace

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