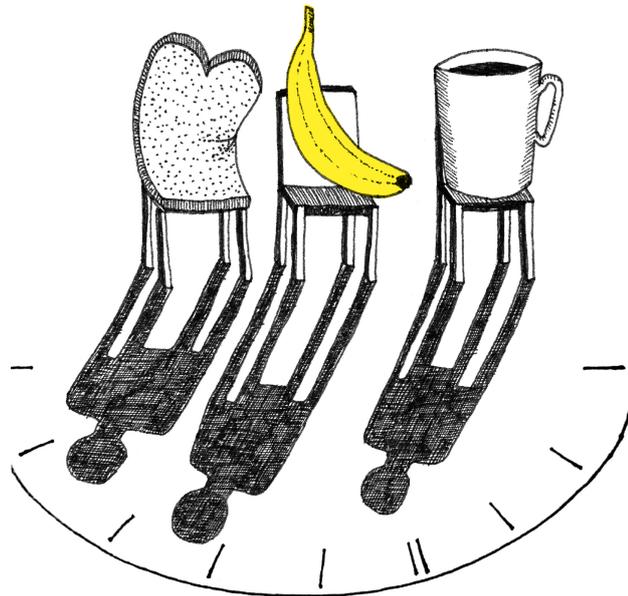


mindmeeting

Meeting Design Courses from MindMeeting

Meeting Design is a relatively new profession. MindMeeting sees Meeting Designers as professionals who work with meetings as a specific means of communication. Their task is to bring content, objectives and participants' expectations together, designing a programme that is effective, engaging and conducive towards the organizational objectives. They work for the Meeting Owner and often partner up with PCO's, AV Companies, Speakers and Facilitators. Their final consumers are the meeting participants. Their clients' desires are the design compass by which they sail.



MindMeeting's Courses

We offer Meeting Design courses at different levels. All are based on the development of the following seven competencies.

1. Translate content into forms;
2. Understand how people learn;
3. Work with (large) groups;
4. Analytic thinking;
5. Intercultural insight;
6. Journalistic curiosity and doggedness;
7. Understanding of organizational dynamics.

Our views on learning mean that we use a great variety of training methods and formats. We strongly stress the need for participants to be active learners, taking full responsibility for their learning on the basis of what we offer them.

We believe fun is one of the most powerful motivators for learning and change.

The Different Levels

Level Intro: Introductory course

General: An introduction to the profession of Meeting Designer and what it achieves.

For you if you:

- are generally curious about Meeting Design;
- plan a career change from planning/logistics to design;
- use meetings in your organization and want to make them more effective and efficient;
- are looking for professional development involving human dynamics.

What will you learn:

- general introduction to Meeting Design;
- what is design anyway?
- why meetings are not part of the hospitality industry;
- insights into the future of meetings;
- introduction to creating interaction;
- understanding the added value of well-designed meeting programmes.

Duration: 6 hours (an afternoon + a short evening)

Level 1: The Basics of Meeting Design

General: Learn about the building blocks Meeting Designers use when designing meeting programmes.

For you if you:

- want to add value to your role as a meeting planner;
- are working on a career change from planning/logistics to meeting design;
- want to learn the fundamentals of designing meeting programmes;
- want to make the meetings in your organization (or for your clients) more effective and efficient;
- are looking for professional development involving human dynamics.

What will you learn:

- start designing!
- define Meeting Design and the role of the Meeting Designer;
- the Meeting Design process (i.e.: how does it work?);
- how to create better meeting outcomes;
- how do meetings behave and how do people in meetings behave?
- create meaningful interaction: from audience to contribience;
- recognize the power of experiential formats;
- use the meeting space;
- gain insight into how people learn;
- design exercises – work with the meeting owner;
- solve typical meeting headaches, such as poor speakers.

Duration: 2 days

Level 2: Advanced Meeting Design

General: Learn about the cement that allows the building blocks to form a strong programme.

For you if you:

- have attended our Level 1 course and are eager to learn more;
- want to learn specific techniques for designing meeting programmes;
- want to make the meetings in your organization (or for your clients) more effective and efficient;

- are a change manager or organization developer;
- are looking for professional development involving human dynamics.

What will you learn:

- design more;
- engage participants and guide them to outcomes;
- discover where your ability to produce formats comes from;
- connect Meeting Owner objectives, participant expectations and content in meeting programme;
- design techniques such as Content Flow and Experience Concept;
- content analysis;
- design meeting programmes by using your insight on how people learn;
- know the details of the meeting design process.

Duration: 2 days.



Level 3: Strategic Meeting Design

General: Learn about meeting programmes and their function in the organizational context of change and growth.

For you if you:

- have attended our Level 2 course;
- are eager to learn how the meeting programmes you can design will impact broader organizational objectives;
- influence what happens in your organization through meetings;
- are a change manager or organization developer.

What will you learn:

- design even more;
- design from a strategic perspective;
- the ROI of meetings;
- how to obtain sustainable behaviour change thanks to meetings;
- participant behaviour and neuropsychology;
- different levels of objectives in the mind of the Meeting Owner;
- the role of meetings in the context of broad organizational change.

Duration: 2 days

Additional Information

Where?

We do “open” courses all over the world in destinations that can be easily reached. On top of that, we conduct tailor-made, in-company courses as well. Ask us about the possibilities!
We conduct courses in English, Dutch, Spanish and Italian.

When?

Most of our courses take place in meeting low season, i.e. in January or February. Obviously, we can conduct in-company courses whenever you require them.
Please contact us.

How much?

Level Intro: € 175, group size 4-50.

Level 1: € 1,250, max group size: 20.

(If you do Level 0, we will deduct the cost from your registration.)

Level 2: € 1,550, max group size: 12 (If you did Levels 0 and 1, you get a € 250 discount).

Level 3: € 1,750, max group size: 8 (If you did levels 0, 1 and 2, you get a € 400 discount).

Each participant who takes one of our courses for the first time is entitled to a free copy of our book “Into the Heart of Meetings”.

Each subsequent participant from the same organization is entitled to a 10% discount.

Discounts cannot be added up.

How?

Interested in joining one of our courses? You can visit the calendar on our website with dates.

Please contact Sara van den Berg for registrations: sara@mindmeeting.org

Endorsements

ICCA’s CEO Martin Sirk: “Mike and Eric’s book is quite simply the most stimulating book on meetings that I’ve come across in two and a half decades in the meetings industry, I can unreservedly recommend attending their Meeting Design course.”

Dutch Chapter of MPI participant:

“After this training, I have realised that just about everything we have been doing in the Meeting & Event Industry in the past can be improved!”

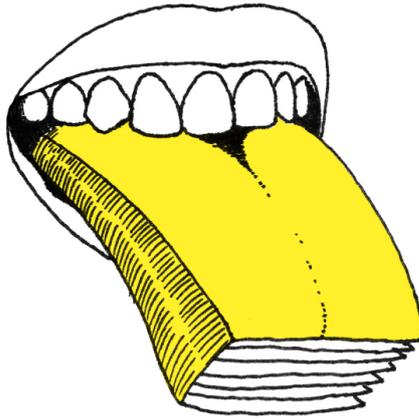
Participant in Malmö, Sweden.

“To actually make each meeting count is important to me - and meeting design is a wonderful approach to make that happen. The course gave me new angles on- for example - how to make the content stick, on the influence of the togetherness environment, on how to make speakers see their role in the meeting and on how to design an end of a meeting that gives a direction ahead.”

Meeting Design course participant in India:

"The workshop is a combination of conference frameworks, case studies, practical ideas and thoughtful suggestions, that helps us design successful meeting experiences and ensure desired outcomes."

An attendee in our Barcelona course: "A must attend workshop for the meeting industry professionals and all service providers. It's an eye opener to me."



Reference: Into the Heart of Meetings

Naturally, much of the content of the various courses is based on the book “Into the Heart of Meetings”, written by MindMeeting founders Eric de Groot and Mike van der Vijver. This first-ever book on Meeting Design has received world-wide attention and acclaim.

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