

MEETINGS FOR A MOBILE GENERATION




The world is more global, mobile, social, and collaborative than ever, and so are associations. As you figure out how these changes are affecting your membership and services, are you thinking about how they're affecting your meetings, too?

A new generation of association leaders and members expect meeting content and connection—personal and technological—to be delivered in more engaging and seamless ways. If you want to ensure your meetings are returning the maximum attendee engagement—with each other and with your association—consider these tips.

Don't Take Your Meeting's Purpose for Granted.

You know the purpose of your annual meeting. But is that purpose still valid? Is it what today's potential attendees want? And if it is, is the event executed in such a way that afterward attendees will look to your association to meet their other professional needs?

Dream up new ideas for your next meeting by checking out MeetingsImagined.com. This highly visual site featuring insights, tips, and trends organized by purpose, as well as more than 1,500 images can help meeting planners be ever more creative and innovative in reimagining meetings big and small.

Focus on Networking—Your Attendees Are.

Many, if not most, of your attendees are coming to your meetings to network with others in the field. Help them do that with fun networking-focused breaks, meals and outings. Make sure the space doesn't inhibit free-flowing mixing and mingling.

Provide Content that Really is King.

Even meeting attendees who place a premium on networking still want quality session content. Think short and interactive. Eighteen-minute TED Talks are wildly popular for a reason.

Make sure your venue has the tools to deliver that content and the technology and capabilities your audience-engaging speakers will need. Overhead projectors are a thing of the past, but high-definition video, Wi-Fi, big screens, quality audio, and simulcasting have taken its place.

Resolve On-Site Issues Faster and Less Disruptively.

Meetings should appear seamless to attendees, and you need a nimble hotel partner to make that happen and work with you to make changes on the fly. Marriott's Meeting Services App allows planners to interact instantly with the on-site hotel team three days before and throughout the duration of the meeting. Planners can quickly and easily change rooms, order more coffee, and adjust meeting room temperatures all on their mobile device, while still interacting with association members and staff.

Book Spaces that Encourage Socializing, Connection, and Collaboration.

Remember when attendees had to leave the meeting and go up to their room to check email on their Ethernet cable-connected laptops? Things are simpler now, and meeting attendees expect to deal with work issues anytime, anyplace. They will appreciate a venue that gives them nondisruptive workspace near the meeting action.

Marriott is creating next-gen meetings spaces that align with the way people work. *Workspring®* is a new concept featuring meeting spaces with open, communal areas that allow easy flow in and out for those necessary work breaks and small-group gatherings. Marriott is also introducing *Workspace on Demand*, a website that allows meeting planners to instantly book meeting spaces—both free and paid—in much the same way you book guest rooms for any smaller impromptu meetings that arise within your larger event.



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You. Marriott. A team effort.

When it comes to meetings, we believe the best ideas evolve when great minds come together. Which is why when you choose Marriott as your meeting partner, we take a collaborative approach to help you achieve a successful event. The result of this team approach? Nothing short of a winning effort. Plus, we'll ensure the perfect fit for your meeting with a variety of respected and distinctive brands, each offering a unique spin on the meeting experience.

To book your next meeting, or to learn more, visit Marriott.com/meetings or call 800-947-9249.

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