

meeting magic Ltd
 20 Quoitings Drive, Marlow, Buckinghamshire SL7 2PE
 T +44 (0) 1628 471114
 F +44 (0) 1488 658827
 W enquiries@meetingmagic.co.uk

Working with Meeting Magic Ltd means you get real results from your meeting. Real results can be a whole range of things from decisions, commitment, understanding of complex systems...you name it, we can design and run meetings to deliver it.

Our approach

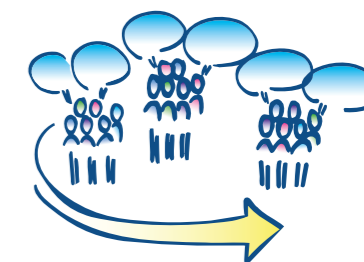
In order to deliver our service, we work with the client to understand what is required from their meeting and then develop a process that will achieve these outcomes, including appropriate visuals.

Meeting Magic have experience of designing and facilitating many meetings for a wide variety of organisations. The following illustrations have been developed to show how Meeting Magic would approach these meetings.

Meeting Illustrations

- ★ Strategy and Vision Development
- ★ Strategic Planning
- ★ Idea Generation
- ★ Partnering
- ★ Team Formation
- ★ Large Group Consultation

Why Have Facilitated Conferences?



Traditionally conferences have been held as a mechanism to disseminate information to a large group of people in a more direct and personal way than printed publications. Whilst this remains an important function of conferences, the increasing complexity and demanding environment within which we all work, has given rise to another need which the conference can hope to meet – that of engaging people in the topic being discussed. This is particularly true for conferences convened to help effect large scale change – be it in the work or public arena.

But how well do our tried and tested approaches to conferences hold up against this new demand, the need to engage. Our experience tells us that conferences do not always hit the mark. New methods are needed. The facilitated conference provides a means to share information in a more meaningful way, involve people throughout the conference and engage them with the topic.

Problems



Potential Pitfalls of Traditional Conferencing

Presentations

Information presented by expert speakers, one way information give

- ★ Participants get brief summary/advert of presentation content to select whether it might interest them
- ★ Speaker does not know what specific points of interest the audience has. Speakers may have information that the audience require but don't know to share it.
- ★ Don't find out or share the expertise of the audience.
- ★ Don't know if you have been successful until feedback at the end/afterwards

Questions

Get asked and answered in open forum discussion

- ★ One person/one topic can dominate
- ★ Only answer questions of minority, may not represent group as a whole
- ★ Participants need to be brave to ask questions in this format!

Breakouts

Small groups discuss sub topics on the agenda without clear outcomes or process

- ★ Often still quite large groups and people don't know each other, without structure get low participation as it is not conducive to sharing/contributing.
- ★ Can become more presentations
- ★ Can have meandering discussion, to no end

Documentation

Presenters use slides which are put into booklet and distributed afterwards

- ★ Booklet at the end may bear no relevance to what the participants took from the conference
- ★ Usually involves substantial reproduction effort and therefore is sent out a long time after the event

There is an alternative...

Solutions



The Facilitated Approach to Conferences

Presentations

Balanced with facilitated dialogue with participants

- ★ Allows speaker to find out the interests of the group and tailor their presentation or give additional information
- ★ Shares the expertise of the whole group, including the participants
- ★ Real time interaction with the group gives a sense of where their interest lies and how well the conference is meeting their needs

Questions

Allow individuals to think and discuss in small table groups before sharing key questions with the wider group

- ★ Safer environment for people to contribute
- ★ Let the group prioritise the questions that get asked and answered
- ★ Explore areas where the majority of interest lies

Breakouts

With clear outcomes, structured processes and tools to allow self-facilitation

- ★ Encourages participation and productivity by all the group
- ★ Provide valuable discussion forums
- ★ Don't need lots of facilitators as the groups are set up to facilitate themselves
- ★ Methods of sharing information between groups ensure maximum sharing and learning from the event.

Documentation

Real time visual recording of the conference

- ★ Graphic recording of plenary sessions
- ★ Templates for real time recording of break out sessions
- ★ Real time recording combined with presentation material provides participants with an output that has specific relevance to the group and can be sent electronically immediately after the conference