

MAKE YOUR MEETING UNFORGETTABLE USING BEHAVIORAL ECONOMICS

Mary MacGregor, Vice President, Event Solutions
BIWORLDWIDE

Behavioral economists are proving that emotions are powerful motivators and attaching an emotion to a message is a surefire way to guarantee it's remembered.

Meetings remain a valuable sales and marketing tool in a constantly changing marketplace but it's getting more and more difficult to break through the clutter and capture the attention of your audience. Behavioral economists are proving that emotions are powerful motivators and attaching an emotion to a message is a surefire way to guarantee it's remembered. Use the following principles of behavioral economics to add impact to your next event – and make it hard to forget.

Vividness Effect:

People remember things that are vivid. The best examples of this are when you are able to connect facts or information you want people to remember to a visual that is hard to forget. In addition to visual reinforcement, other tactics like music, sound effects, colorful language and high-impact experiences that get people talking are also great examples of vividness.

Goal Setting:

People are natural goal-setters. Keep that in mind when planning your agenda. While ensuring that you communicate your company's goals at your meeting, be sure to consider the goals of those in the audience. What do they hope to accomplish at the meeting? How about after the event? The goals that are set at your meeting can be powerful motivators for weeks and months to come.

Relativity Bias:

Humans can't help but compare themselves to others. This is technically called a relativity bias and more commonly known as "keeping up with the Joneses." Getting people together at meetings and events is the perfect time to compare notes and share ideas. It can also be a time to use friendly competition to teach, motivate and reward.

Availability Bias:

People will remember and act on information that is available to them. In other words – out of sight, out of mind. After you determine the most important messages you want your audience to remember, develop a plan to keep those messages top-of-mind. Technology can help with this, as can your agenda.

Understanding how your audience will react to your meeting creative and agenda will help you gain the edge, ensuring your message is heard – but more importantly, remembered. It's the first step toward an unforgettable event.

BIWORLDWIDE uses the principles of behavioral economics and award-winning creative to engage employees, channel partners and customers with corporate meetings and events. To learn more, visit: BIWORLDWIDE.com or email us at info@BIWORLDWIDE.com

