



The Power of the Strategic Design Process

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Current Reality



Expert Market Need

- More sophisticated buyers + attendees
- Experience mirror consumer events + brand activations
- Business Events hold strategic Business value
- Culture connector for remote workforces



Inexpert Workforce

- > 70% workforce < 4 years in the industry
- Remote workforce, isolation
- Lack of peer-to-peer collaboration
- Insufficient access to relevant L&D
- High volume, high stress, fast-pace

Bridging the Gap in Training

Five Skills Leaders Need to Develop

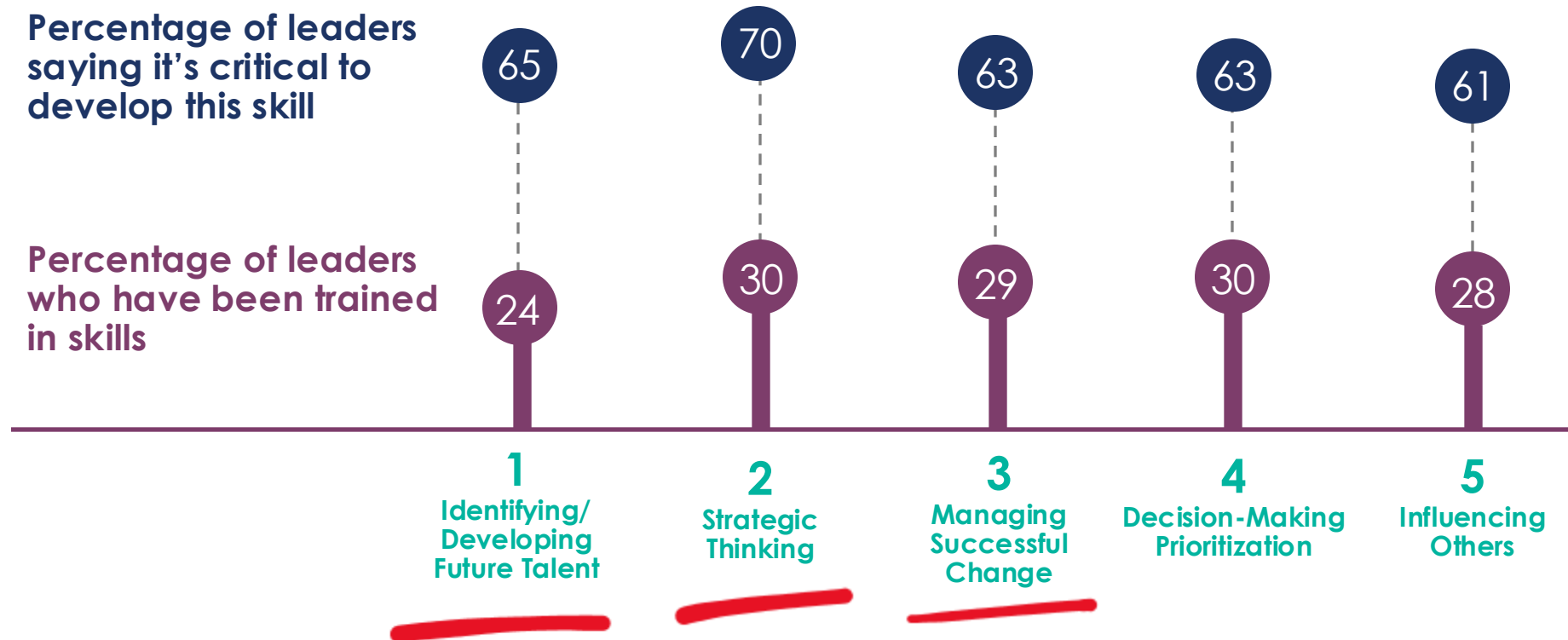
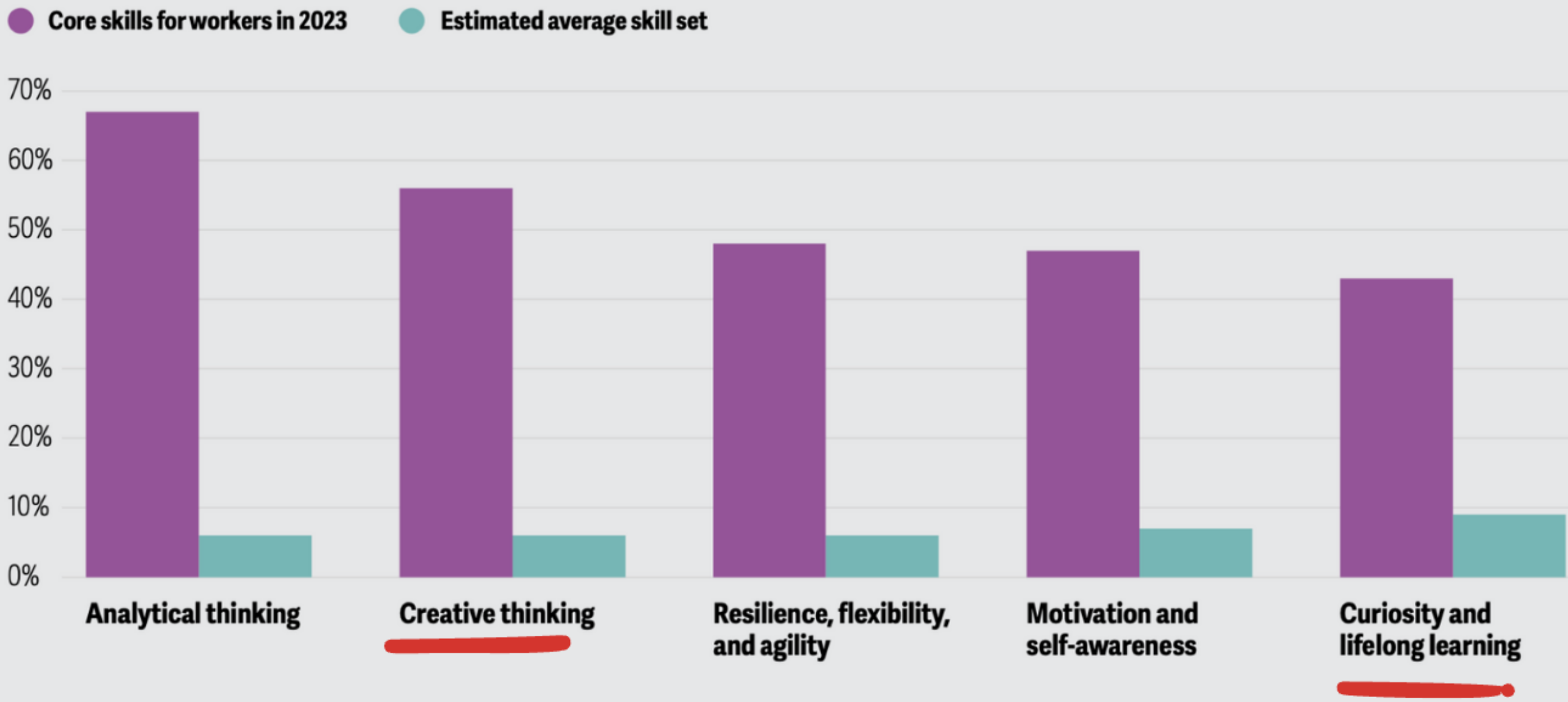


Figure 2

Human capabilities top the list of core skills, but there's a gap to fill



Source: World Economic Forum.

**What is the biggest
roadblock to strategic
and creative thinking?**



Immense Power for Biz Events

Strategic Design Process:

- Enhance Attendee Experience
- Improve Business Outcomes
- Innovation and Differentiation
- Bridge Knowledge Gap
- Leads to Scalability
- Streamline Processes
- Deliver Best Results, Consistency



It's Your How





How We Get There Matters



Why me?



catersource® + THE SPECIAL EVENT®



What is a Strategic Design Process?

A thinking workflow that uses design thinking principles and a specific set of tools to systemically solve problems to strengthen an organization's strategic and innovative capabilities.



Design With a Deeper Responsibility

- 01 Understand + connect to people through empathy
- 02 Evokes strategic thinking + curiosity by asking “why”
- 03 Formula to produce consistent results
- 04 Extreme emphasis on the purpose
- 05 Measurement, long term impact



When Done Right

- 01 Evokes a feeling
- 02 Ignites collaboration
- 03 Unlocks creativity
- 04 Transcends cultures, generations + even time
- 05 Drives positive behavior changes (business and people)
- 06 Increases tangible impact

4 Strategic Design Tools



Design Thinking
Process



Persona Map



Journey Map

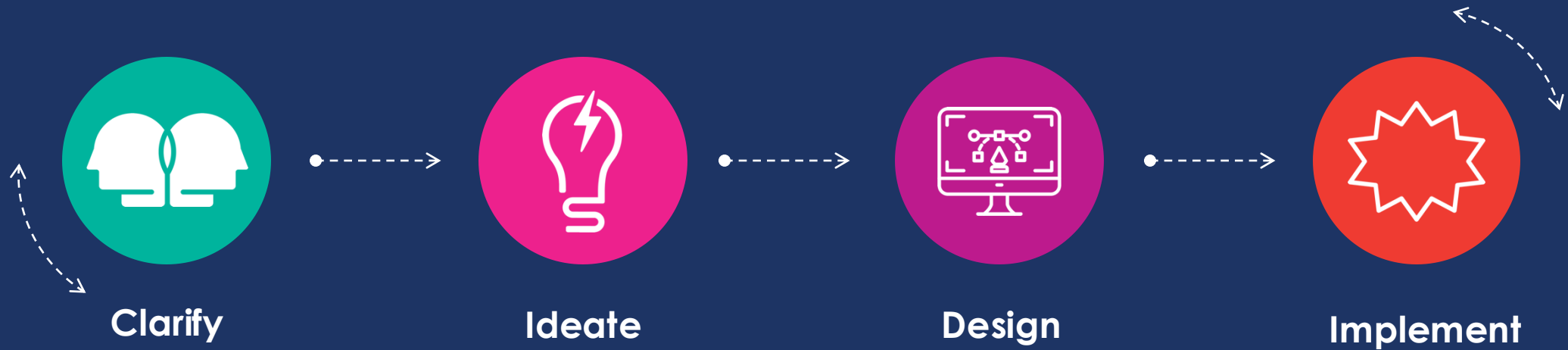


B.E.S.T Thinking Matrix

SCAN ME



1 Design Thinking Process







Easier Said Then Done in Today's World

- 01 Compressed planning timelines
- 02 Expected to do more with less (team and budget)
- 03 Increased Stakeholder oversight/involvement
- 04 Evolved attendee expectations
- 05 Remote workforce
- 06 Industry knowledge gap

COMMUNICATION FOR UNDERSTANDING

You can think of communication as an audible network that connects people with ideas and information. I like this analogy because it creates a visual image of connectivity between people who are normally not present when we think about speaking or presenting our work. This audible network connects all the people in the room. It pulses and reacts to your words, to the responses, questions and reactions (both verbal and nonverbal) that come from others in the room.

You can use this network to transmit your knowledge and the meaning behind your work. Sometimes what you say will

resonate with the person listening, and sometimes it won't. Either way, thinking it is your job to transmit information, reframe your role to connect everyone in the room with your work. This changes the stance and approach you will take to deliver your message.

You will be successful in your communication when you can connect people who have different beliefs, perspectives and experiences with a single concept, so that they leave the room with a shared understanding of your work. The listening channels framework (introduced a little later) helps us get better at communicating for understanding.

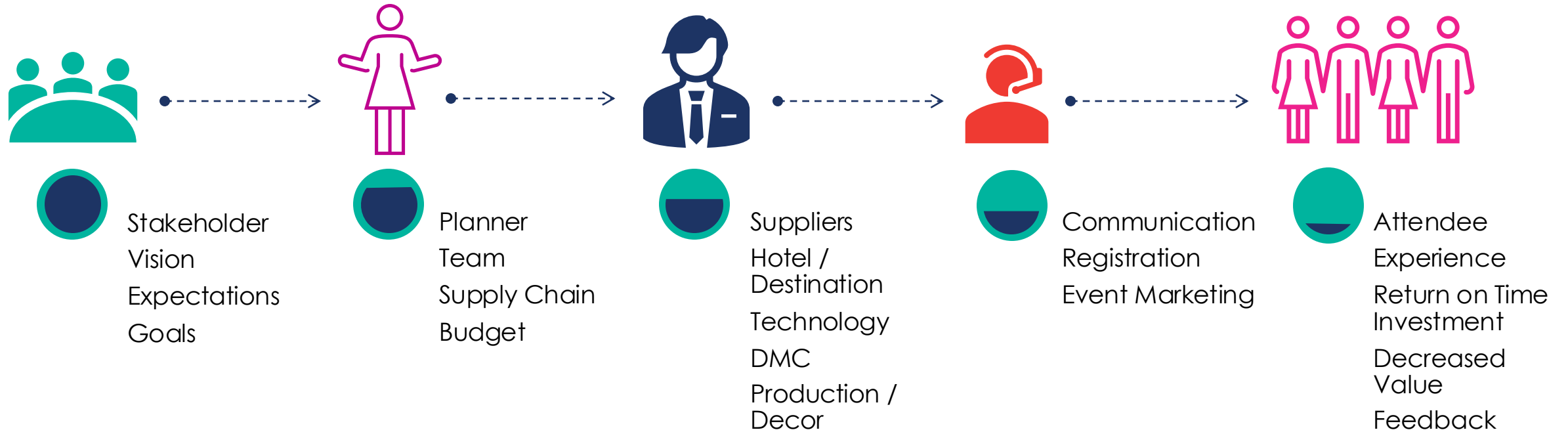
OUR WORK
IS ONLY
AS GOOD
AS THE
WAY WE
COMMUNICATE IT.



One of my mantras

The Transfer of Information

Like the game of telephone, as information is transferred, the actual experience of the attendee is diluted.





Evolved Communication Expert Practices



Business goals, objectives
Problem being solved



Value graphics, personas,
neurodiversity



Sustainability strategy



More collaboration and
actual phone conversations!



Co-creators, seat at the table



Be generous with your
time...seriously

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Persona Map



PAIN

GAIN

BEING IN SERVICE IS...

- Genuinely caring about the context of others you work with.
- Understanding the needs and desires of those you work and collaborate with.
- Creating scenarios that improve the context of those you work with.

IT IS NOT...

- ONLY caring about their context and ignoring your own.
- Forgoing your own needs to deliver on theirs.
- Making things more difficult for yourself while improving conditions for others.

IN SERVICE of OTHERS

I have seen human-centred designers work brilliantly with customers by being open, patient, observant and empathic. They genuinely try to understand their customers' needs, frustrations and delights and are able to apply their design skills to improve their customers' experience. And I have seen those same designers walk into a client meeting and not apply any of these skills to that context.

Everything you do as a human-centred designer should employ your skills in service of the people you are working with or for. To be very clear, I do NOT mean taking a subservient stance. Nor does it mean letting go of what you need or are trying to achieve. It means being genuinely interested in understanding the context of the other person, so you can design an approach together. This is where your creative problem-solving skills come in.

To be powerfully in service of other people, you need to be powerfully connected with yourself, your work and the outcomes you are working towards. This can be challenging. It requires effort and


creativity to find the pathway to making those outcomes a reality, rather than opting for trade-offs.

Walking into a business meeting does not mean that you cease to care about people. They are people too. You can apply everything you know about the human condition to improve how you can be in service of those you are meeting with.

- *What are their concerns?*
- *What problems are they trying to solve?*
- *What is their desired outcome and how can you help them get there?*
- *What do you need from the meeting?*
- *How can you connect with them in a way that is empathic to their context and still achieve what you need?*

Sometimes we assume our roles and forget to be people. We are people first and we can only create genuine connection with other people if we remain human. This also goes for the people you are meeting with. They may have a title like Group CEO of the World's Biggest Company but they are still people, and you are the person in the room who knows how to understand their needs and desires and design a way to fulfil them. Always remember your superpower.

BE A PERSON, NOT YOUR ROLE.



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Journey Map

Day 1
Arrivals
Gifting + Hospitality
First Timers Reception
Welcome Night

ENTER

Day 2
Wellness Your Way
Kick-off General Session
1:1 Matchmaking
Afternoon Excursions
Dine-Arounds

Day 3
Giveback 5K Fun Run
Design Sessions
Keynote Lunch
Afternoon Closing Session
Awards Gala

Day 4
Grab N Go Breakfast
Leadership Round Table*
Departures

EXIT

4 Best Thinking Matrix



- Brand Personality
- People
- Culture
- Visibility



- Experiential
- Diversity
- Spectacle Surprise + Delight
- 4D Fomo Moments



- Sustainability
- Doing Our Part For Our Industry + World We Love



- Tech Enablement
- AI

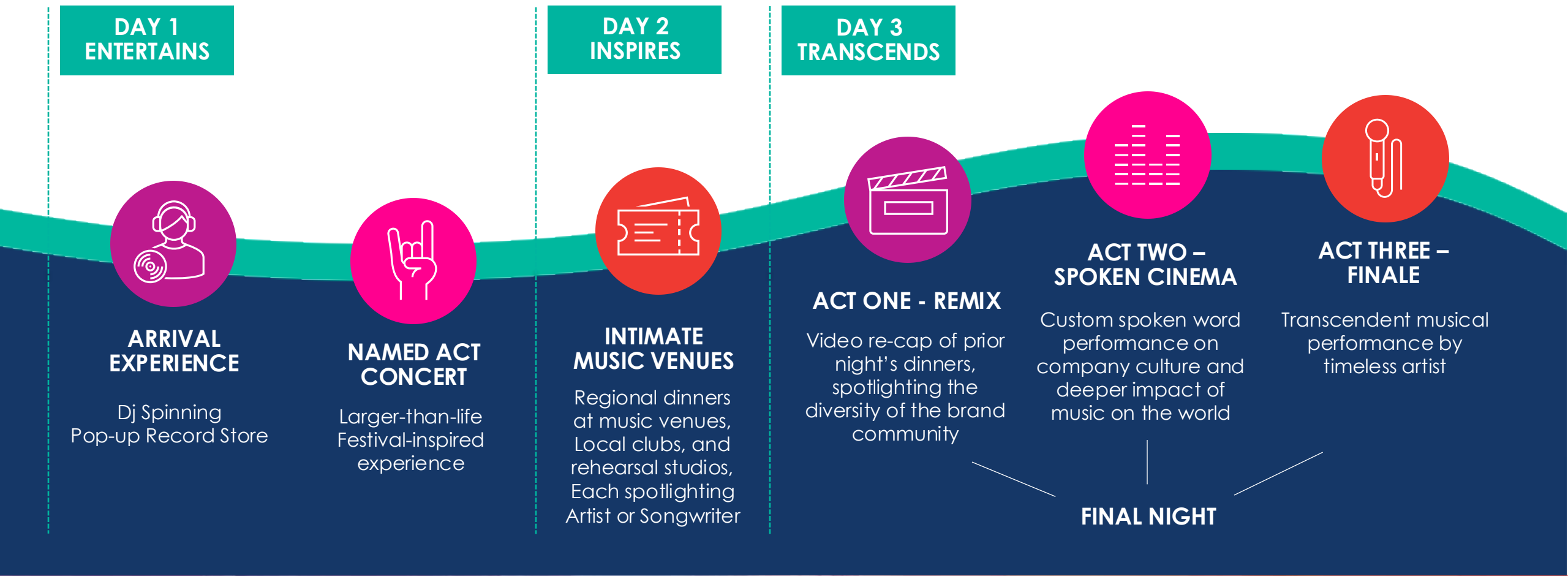


Embrace the Role of AI

- 01 Condenses and accelerates research time
- 02 Casts a wider net to analyze large amounts of data
- 03 Jumpstarts the ideation process, gets your teams thinking
- 04 Helps gain competitive edge



Challenge: Paint San Diego As Ultimate Music City



Day 1: Entertains (MACRO)



Day 2: Inspires (MICRO)



Day 3: Transends



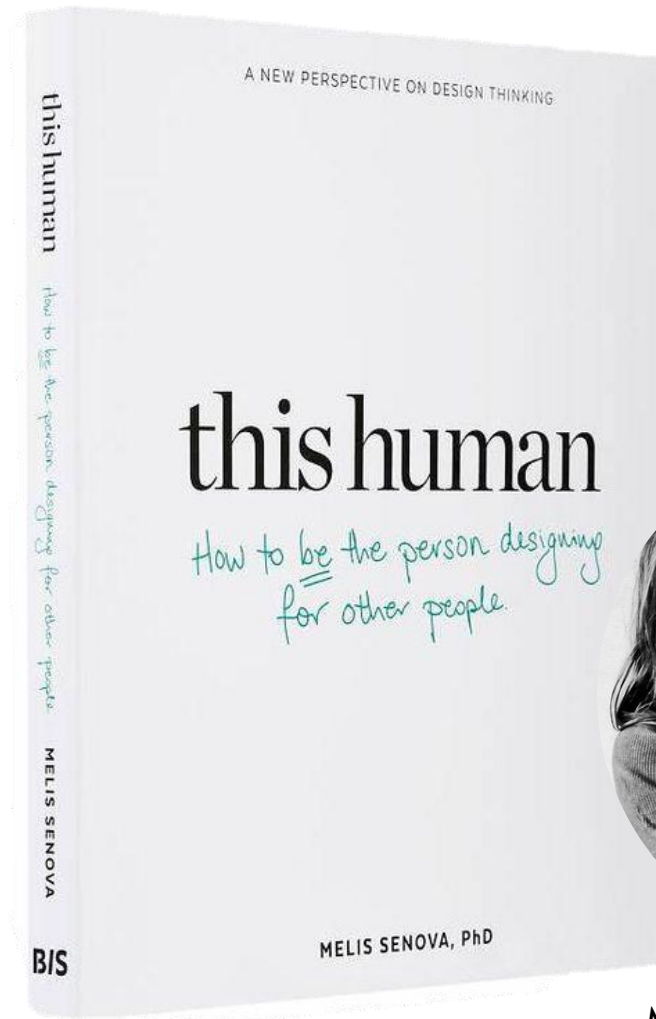
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You do not rise to the
level of your goals. You
fall to the level of your
systems.

James Clear, Atomic Habits



Hillary's #1 Book Recommendation



MELIS SENOVA, PhD

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