

move
people & experience marketing
6 steps to create more ROI with events @event15
Victor Neyndorff

How to Move
Keynote at Event 15, April 1st 2015
6 steps to create more ROI with events
Attitude changes everything
Wake up! Who is sleeping?
Who got up out of bed?

Most of your thoughts you have had before
Most decisions are based on thoughts of before
Thinking fast and slow, Daniel Kahneman
How does our brain work?
About: human business business
Influencing people
You have 50,000 thoughts a day!
FINISHED FILES ARE THE RESULT OF YEARS OF SCIENTIFIC STUDY COMBINED WITH THE EXPERIENCE OF YEARS
Can you see the F's? 6!
We are doing our best
We have knowledge
Lack effectiveness

It is about people
What is difference between Bad or Good day?
Attitude is a little thing that make a BIG difference
Duck Bunny
Conditions determine what you see
You need a wake up call
Comfort zone vs where the magic happens
It is where you LEARN
Panic zone

Quote: Confucius BC 450
TELL ME, AND I FORGET
SHOW ME, AND I MAY REMEMBER
INVOLVE ME, AND I WILL UNDERSTAND
Creating effective events people love

The World is changed
On of our clients called: event from last year won't go along
Our new CEO doesn't believe in it
Satisfaction? or Contribution!
Contribute to organisation targets
Value of your event

Becoming more digital
All relations become digital
Faster
More effective
"live communication becomes more important, because communication becomes digital?"
When you ask people to get out the comfort zone: it looks like this
Secret of live communication

Human or algorithm
With whom do you like to talk?
An message will get across at the right time
Human factor
Meeting people is important
Mobile is our 6th sense
Digital communication: has 2 senses
Give your phone to a neighbour
Feels strange
Can I feel you phone or woman
Make a selfie

Brand value Espiritu Libre
1899 launched as brand
Brand is part of Heineken
Sol was not distinctive
Limited potential

Event
See video of event: https://youtu.be/O5I85WV_e7I
Sol independence day
Place of revolution
Event journey
Interactive story telling
Reconnect with brand managers
Not one single PowerPoint slide

Result
Was in 5 countries
Now in 60 countries
45% increase of the brand
Empathic
People focus
Personal and emotional
Experience and acting differently

Summary of keynote

Attitude Change
On behaviour Focus
Value Focus
We need to be more creative
Happy paying customers
Smile
And change behaviour
Action
3 golden questions
Use
ROI pyramid
Focus on ROI will increase behaviour
Creating effective events people love
Ebbinghaus: forgetting curve
Within 24 hours you'll forget 70%
Apply learnings today
Be a student
ROI as mentality
Live like you die tomorrow, learn like you live forever

Stuck?
Live communications is important
How to involve the CEO?
"You are the experts on cost, but know to little on the value!"
ROI? or Business of emotion
"I already use A ROI approach for my events"
Focus on ROI will increase CREATIVITY
Event becomes more creative
Close you eyes
What do you WANT to achieve?
Imagine an event you are organising, or have organised...

START with the END
Everybody is enjoying themselves
Logistically everything goes well
Within budget
Objectives
"If you're looking For better answers, Start asking better questions"
Influence participants to DO something which adds value for stakeholders at the lowest possible price

Principle of value creation
Smile
Behaviour: ACTION

How can the ROI methodology help?
Easy to implement
3 golden questions?
1. What should participants do different after the event that will create value?
2. Why don't they do this already?
3. What do they have to learn to act different?

4 types of learning
Head 1. Informational
Hands 2. Skills
Feeling Mindset 3. Attitude
Who to know 4. Relationships

