



MEALS ON WHEELS

AUGUST 27-29, 2019

ANNUAL CONFERENCE AND EXPO

DALLAS, TX



EVENT 2.0: The Pressure to Innovate

LINDER

GLOBAL EVENTS

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NATIONAL MUSEUM *of* AFRICAN AMERICAN HISTORY & CULTURE







Gladys Knight









LINDER

GLOBAL EVENTS

We transform lives
through
the power of events.



TODAY'S CONVERSATION

OUTLINE OF TOPICS

The Pressure + Reasons to Innovate

Why + How of Events

Current Influences + Trends

Case Studies

Q+A

What Drives Innovation



Business Growth

Change + Innovate

Capital One



Survival

Personalization + Convenience

Amazon



Adapting to Change

Anticipate Market

Dyson

Face the Facts

Staff + Resources

1

Budgets

2

Event Fatigue

3

Competition

4

Donor Diversity

5

Stakeholder Engagement

6

Technology

7





PRIMARY REASONS FOR EVENTS

1

Fundraising

2

Identification of Prospects

3

Education + Cultivation

4

Recognition



CONSIDERATIONS

1

Purpose + Goals

2

Staff + Resources

3

Opportunity Costs

EVENT TYPES

Galas

> Sporting Events

> Fairs + Festival

> Meetings

> Virtual Events

Town Hall

> Auctions

> Exhibitions

> In Home

> Performance

Dinners,
Lunches

> Film Screenings

> Games of Skill, Contest Quizzes

PRE-WORK

S

M

A

R

T



Specific



Measurable



Attainable



Relevant



Time Based

POST-WORK



Information

Gather quantitative and qualitative feedback from critical internal + external stakeholders



Analyze

Review + determine how data + feedback will inform your next course of action

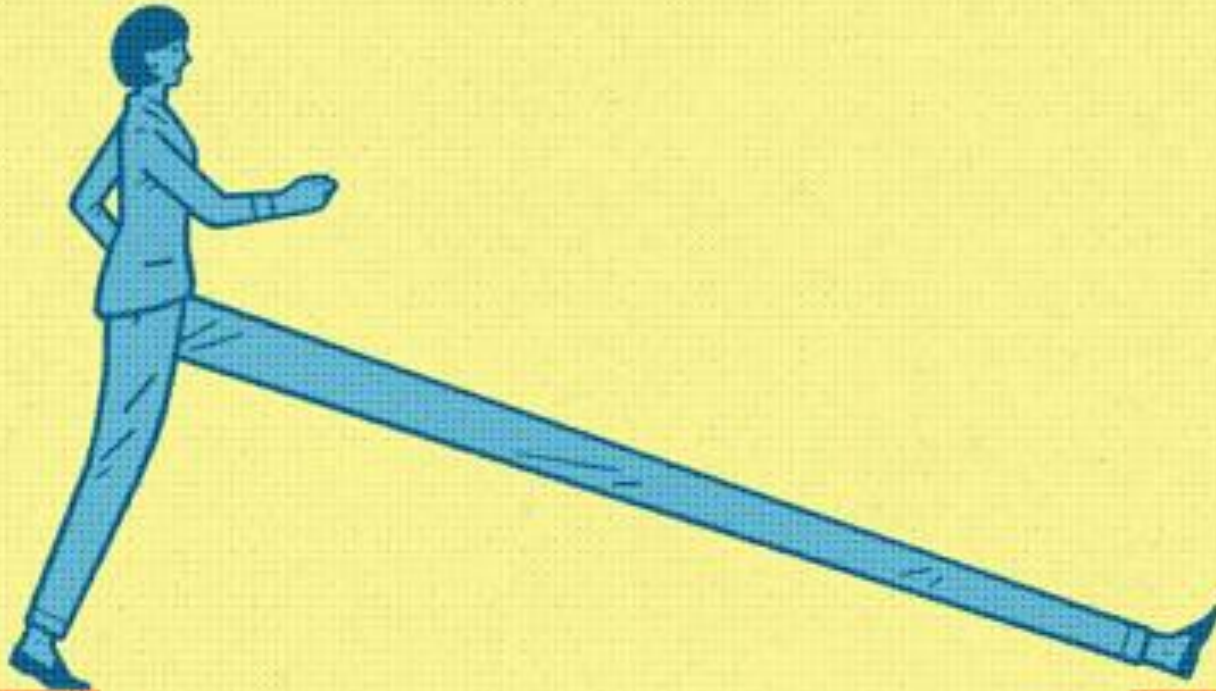


Document

Create a document that consolidates the information and actions in an organized way

What Events MUST Do





Close THE GAP

Address Psychological Needs



CERTAINTY

Humans need to feel certain. Certainty is the assurance you can avoid pain and gain pleasure.



UNCERTAINTY

Humans need new stimuli and a change of environment. Uncertainty is going into the unknown and looking for change.



CONNECTION & LOVE

Humans need a strong feeling of closeness with other human beings. This is why we value relationships and friendships so much.



SIGNIFICANCE

Humans need to feel special, unique, important and needed to feel significant.



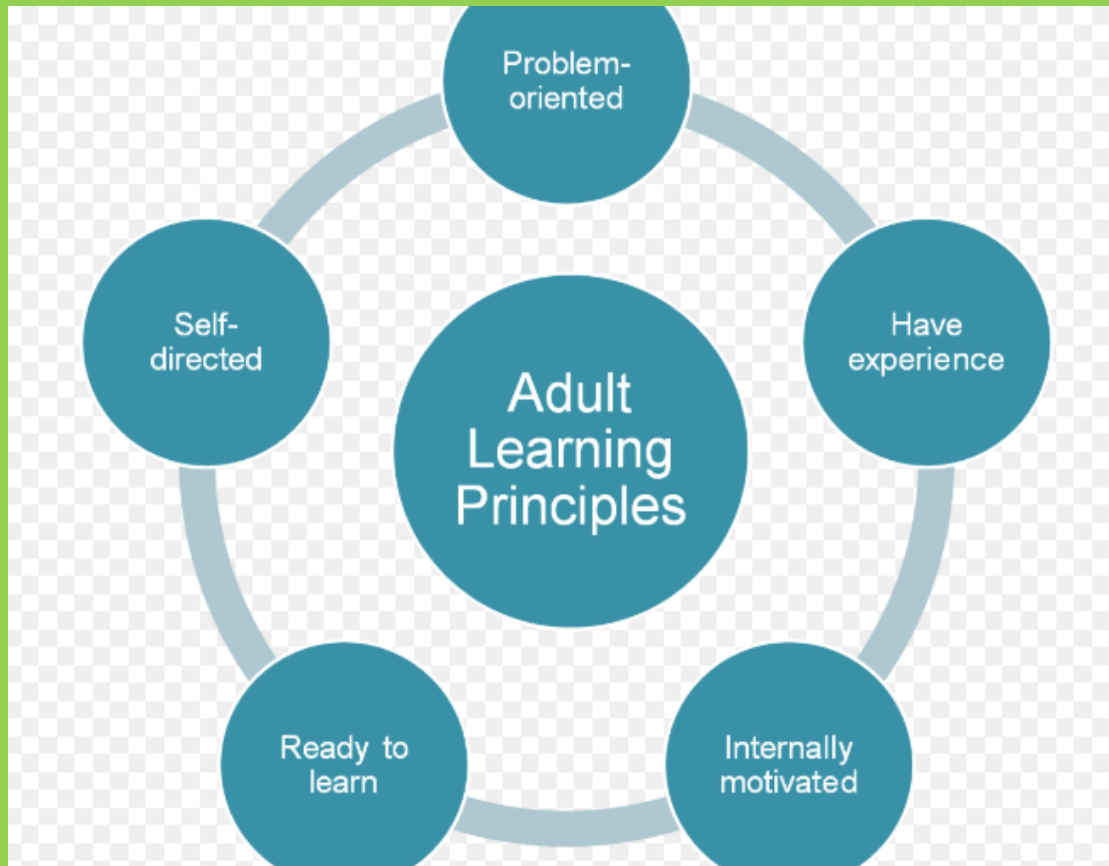
GROWTH

As Tony Robbins said, "Progress equals happiness." Humans need to grow and make progress or they will become bored and tired of not making progress.



CONTRIBUTE

Humans show grow so they can give. "The secret to living is giving." The more you contribute and help others the better you will feel.



3 LEARNING STYLES

- Visual: SHOW ME
- Auditory: TELL ME
- Kinesthetic:
LET ME DO IT

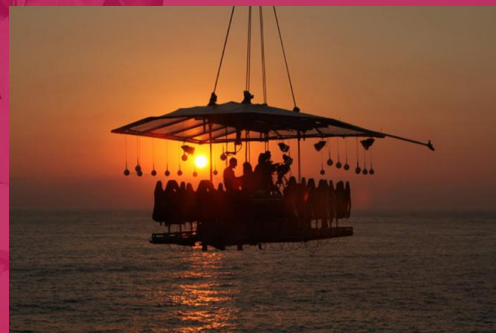
Trends

- CULTURAL
- DESIGN
- TECHNOLOGY



Cultural

1. TRANSFORMATIVE EXPERIENCES
2. PERSONALIZATION
3. TRANSPARENCY
4. AUTHENTICITY
5. HEALTH + WELLNESS



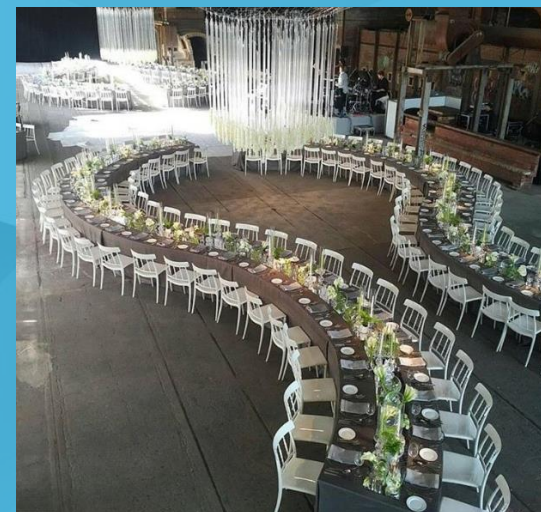
Technology

1. ARTIFICIAL INTELLIGENCE
2. VIRTUAL REALITY
3. AUGMENTED REALITY
4. PROJECTION MAPPING
5. DATA COMPLIANCE
6. 5G NETWORK
7. CASHLESS PAYMENTS



Design

1. UNIQUE VENUES
2. NEW LAYOUTS
3. COMFORT
4. BRAND ALIGNMENTS





**COME
TOGETHER**

The graphic features the words "COME" and "TOGETHER" in a bold, dark teal, sans-serif font. The text is centered and surrounded by several overlapping dashed circles in red, orange, and light green. Scattered around these circles are various colored arrows (red, orange, green, and teal) pointing in different directions, creating a sense of movement and convergence towards the central text.

Case Study

Client: National
Cherry Blossom
Festival





CHALLENGES

1

Aging Demographic

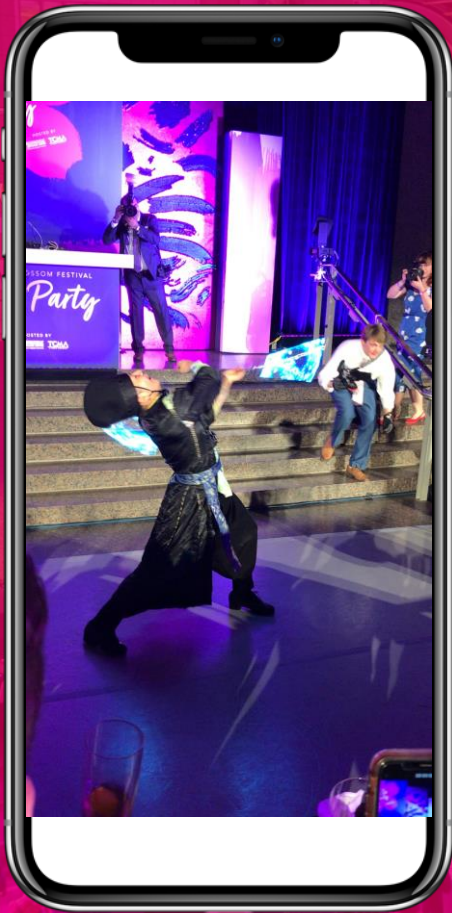
2

Sponsor Fatigue

PINK TIE PARTY



PINK TIE PARTY



Live Performance



VR Sponsor
Activation



Live Painting

Case Study

Event: NPCA



**NATIONAL
PARKS
CONSERVATION
ASSOCIATION**





CHALLENGES

1

Event Fatigue

2

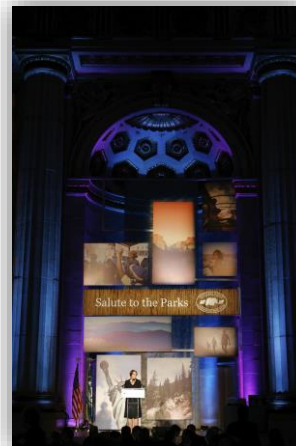
Fundraising

3

Donor Diversity



2010





2012





2016



RESULTS

1

Increased Revenues

2

Donor Diversity

3

Brand Alignment

Case Study

Event: Generation Hope





CHALLENGES

1

Authenticity

2

Budget

3

Technology



2012





2013





2019





RESULTS

1

Increased Revenues

2

Partnerships

3

New Donors

4

Fund-A-Need

5 Steps for Effective Engagement



Know Your Why



Identify Your Resources



Know What Motivates Your Stakeholders



Immerse Them in Your Cause/Brand



Measure Your Impact


Closer Look



MEALS ON WHEELS PROGRAM CASE STUDY



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Q & A

Any Questions?

Let's Connect

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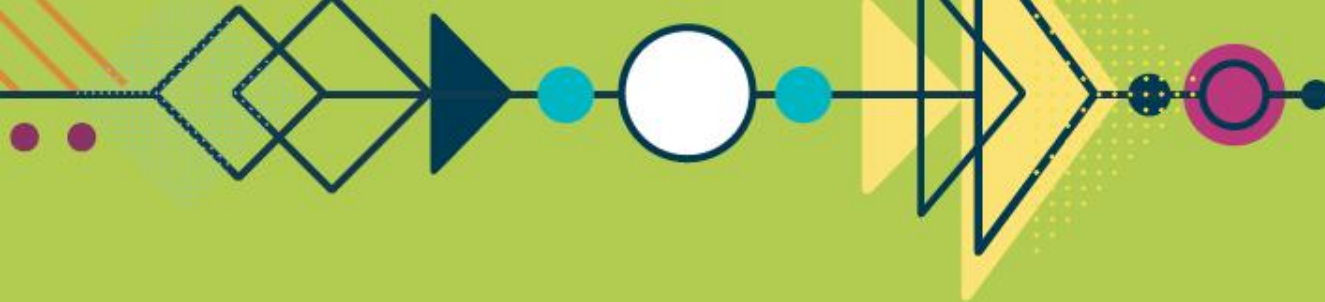
INSTAGRAM

@Linderglobalevents



FACEBOOK

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THANK YOU!

Don't forget to evaluate today's session in the Conference App!

