



## ENCORE SMALL MEETINGS

# Five Key Questions All Small Meeting Planners Should Ask

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Small meeting planning typically begins with identifying the space, a few pieces of equipment and ordering lunch. But small meetings can easily become big experiences with just a few impactful technology additions. With the right experts and solutions, meeting planners have the power to create small meetings that are collaborative, innovative and even transformative.

We recommend asking these key questions to ensure your next small meeting achieves your goals.

1. What do I want attendees to remember – what are the objectives?
2. What technology do I need to ensure a seamless small meeting?
3. How can I upgrade and really bring the “wow?”
4. What cutting-edge solutions help inspire, motivate and engage?
5. What support is available to execute a great small meeting?

# 1.

## What do I want attendees to remember – what are the objectives?

Small meetings are trending for a reason. According to a survey conducted by MeetingBooster, small meetings are 50% more productive than larger meetings. They're more effective for hands-on breakout sessions, problem solving/strategizing and ensuring more voices are heard. They're also a great way to get out of the usual workspaces (at home or in cubicles) for training, celebrating, bonding and brainstorming.

Be clear on the “why” of your small meeting and work to truly understand your participants. This will put you in a better position to determine meeting flow and room design, identify the right venue and develop an atmosphere that advances organizational goals. Not sure what your audience is expecting? Ask them – the best teams actively seek feedback.



SMALL MEETINGS ARE  
**50% MORE  
PRODUCTIVE**  
THAN LARGER MEETINGS.



“

My advice is to start with a deep understanding of the people involved and a clear picture of the outcomes you want those people to achieve.

”

– Ben Erwin  
*Encore CEO*



# 2.

## What technology do I need to ensure a seamless small meeting?



### Does your speaker have a multimedia presentation?

Content should be clear and visible to all attendees, including those who may be participating virtually or have vision impairments. Ensuring displays are shown at a high resolution with clear and legible visuals regardless of lighting or placement in the room is essential for any successful event. Additional screens can guarantee remote attendees are fully seen.



### Will the speaker and the computer audio be clear enough for everyone to hear?

It's a crucial component to any meeting. Having microphones for the speaker and tabletop microphones for participants can ensure that all voices are heard and everyone can engage in the presentation. Appropriate amplification for the room size is also important. Licensed commercial music can help set the mood.



### How do you ensure you have the proper Wi-Fi and electricity options for your meeting needs?

You can have a smooth event by providing the correct type of internet and charging access to meet your participants' needs. There's a wide range of technological solutions — from wired and wireless internet access that ensure an interruption-free experience to power options and charging stations for all. Affordable rental laptops can solve configuration and connection issues and help avoid distractions and interruptions.

# 3.



## How can I upgrade and really bring the “wow?”

Engage Meeting Package, a turnkey kit designed to bring a professional look to small meetings, can be an excellent first step. Chime Go<sup>SM</sup>, Encore's engagement app, dials up the experience by allowing attendees to use their own device to be informed and participate. For more details on each, see the sidebar.

Additionally, to stimulate creativity and atmosphere, a little tech can go a long way. Consider digital whiteboards to increase collaboration and LED lighting, LED table lamps and speakers to add ambiance. Scenic softwalls, which fill the gap between traditional drapes and full-fledge scenic backdrops, are ideal upgrades.

Incorporating creative vs. production elements is an easy way to elevate your event. Motion graphics and branded elements such as posters, banners and decals can dramatically enhance your meeting and create a more compelling, cohesive experience.

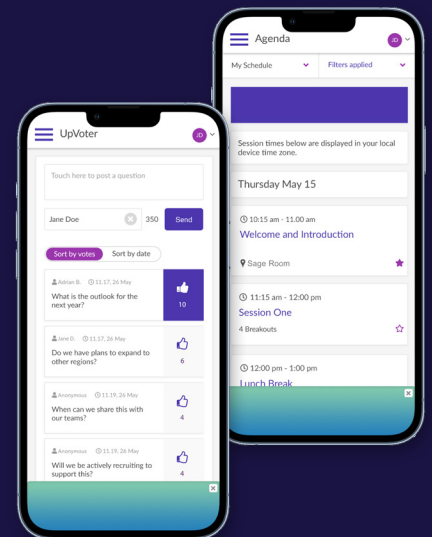


### Engage Meeting Package

Encore Engage Meeting Package (EMP) is a professional, turnkey kit designed to impress in small meeting spaces. The ultra-short throw, high-def rear projector eliminates clutter, creates more usable seating space and supports improved speaker movement around the screen. A powered speaker behind the screen allows everyone to hear the computer audio or soundtrack from another source. Beautiful LED uplighting complements the mood with the touch of a button. The customizable screen skirt conveys a high-production feel. EMP is less costly than a la carte components and ideal for meetings with limited resources.

### Chime Go Engagement Platform

The app creates a more interactive experience for everyone. Attendees can use their own devices to review agendas, maps and take notes. Chime Go also enhances communication between presenter and audience by allowing people to participate in Q&A sessions with an upvoting feature.





# 4.

## What cutting-edge solutions help inspire, motivate and engage?

While the small meeting format inherently offers more inclusivity than larger meetings, there are times when your objectives may be to elicit more insights from your high-value attendees, measure ROI or impress your guests with a dedicated content hub to maximize interactivity and elevate the experience. Our Chime Live<sup>SM</sup> engagement app provides real-time content delivery, notifications and feedback/polling options which make it a powerful tool for in-person events. Keep attendees engaged, informed and connected with their mobile devices or with dedicated attendee iPads. It can even capture feedback and analytics to help you quantifiably measure meeting success.



To enhance the experience of an event, organizers can utilize multiple LED monitors to increase the visibility of key content and engage participants. These monitors can be placed strategically throughout the space to ensure everyone has a clear view of the content being presented.



Music and enhanced presentation content such as logo loops, intro videos and presenter title slides create a visually stimulating environment that keeps participants invested in the event.



Other digital solutions, like pre-event websites, webcasting and interactive social walls can bring together attendees, sponsors and key meeting content. Be sure to start building engagement and community early with pre-event websites, teaser emails and social media.



### DID YOU KNOW ...

Breakout groups function as small meetings within the meeting? Facilitate with huddle rooms, modular room set ups and specialty furniture.

# 5.

## What support is available to execute a great small meeting?

Focusing on objectives, technology and engagement are proven ways to approach small meetings. But there are a multitude of other decisions and details, such as room layout, meeting flow, timelines, speaker coaching, transportation, space management, budget and more. It's a lot for a meeting planner to manage, especially for those new to the role.

Partnering with your Encore event expert is key to creating a purposeful event that aligns with your meeting goals and achieves results. Encore experts can provide end-to-end planning and coordination or support you in any area such as technology, creative set-up and event management. We help with small meetings of all sizes and offer a wide range of options.

### WHAT MAKES A MEETING SUCCESSFUL?



91%

measure success on  
attendee satisfaction



61%

measure according  
to their objectives



60%

measure based on  
budget outcomes

– Skift Meetings

Let's enhance your next small meeting.  
Schedule free consultation today.

Get Started



encore<sup>SM</sup>

EVENTS THAT TRANSFORM