Help Participants Learn

Reinforce the power of your programming by integrating adult learning strategies

According to the Encore Fall 2022 Planner Pulse Report, meeting and event professionals most frequently plan two types of meetings for internal teams:

Education, training and professional development

Team building and culture

That means that meeting and event organizers have a key role to play in helping organizations retain talent and keep employees engaged. But you can't fix everything with one meeting. The German psychologist Hermann Ebbinghaus discovered that you may learn 100 percent of what's being taught right away, but within two days, memory retention drops to 40 percent. After one week, retention falls to 10 percent.

How do you combat this 'forgetting curve'? Adult learning theory provides ways that meeting and event professionals can adapt and use in their content strategy.

Spaced learning

Ebbinghaus discovered that if you re-introduced topics to learners at spaced intervals, the act of remembering content corrected the forgetting curve, bringing retention to nearly 100 percent after the third review.

In a meeting and event context, ways that you can space content and provide time for review include:

> Introducing key topics or ideas before the meeting through videos, newsletters, executive speeches, etc.

> Provide worksheets or videos for participants to interact with pre-meeting

> Deepen connection to the ideas on-site through event keynotes, sessions, meeting breakouts and workshops

> Send an event recap video or newsletter

> Conduct post-meeting brainstorming sessions to explore solutions to challenges identified at the meeting

> Regularly discuss the next steps at company meetings, post-event

> Share cross-departmental updates of progress at regular intervals at all-hands meetings

> Have your event technology provide capture content onsite and edit the video into micro-learning and full-length segments that can be housed in the company's learning environment, watched on-demand or distributed at regular intervals

Make information meaningful and interactive

How many people have you spoken to lately who have self-diagnosed themselves with ADHD? "I can pay attention when I'm interested in something, but when I'm not, I just zone out," they typically say. Science shows that's not ADHD, that's just being human. People learn better when they're interested in the topic.

One of the reasons why lecture-based sessions are ineffective is that, if it's not on a topic of interest, it's boring to the learners. Especially for the younger generation of learners who are used to being able to use technology to search for, incorporate and remix content.

How do you make content more interesting and engaging?

One way is to clearly state 'what's in it for them' before the meeting and each session. If employees understand why they're learning something and how it will benefit them to learn it, that generates interest.

Another way to make content more interesting is to shake up how it's delivered. You can do this by:
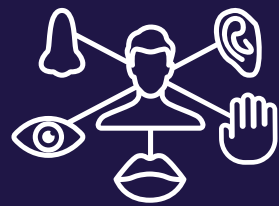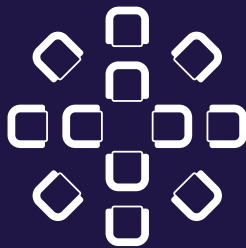
> Utilizing different meeting formats (e.g., workshop, town hall, problem-solving pods)

> Changing up seating to encourage interaction (e.g., fishbowl, café-style)

> Employing technology to give participants a voice (e.g., Q&A, polling)

> Choreograph how information is presented and revealed to reinforce and test knowledge at key moments

> Integrate sensory-stimulating technology (e.g., LED walls and lighting, 3-D projection mapping)

The above techniques also invite participants to engage with the learning process. This increases the likelihood that they'll absorb and retain the messages you're delivering because their interaction allows them to:

> Personalize their experience

> Have fun

> Learn from each other

> Manage the way they consume content

Preserve and repurpose content

According to the [Encore Fall 2022 Planner Pulse Report](#), nearly 20% of meeting and event professionals expect to distribute more pre-event, post-event content, and expect there would be more pre-recorded content.

When developing your content strategy, don't feel as if you must reinvent the wheel by creating brand-new content for every touchpoint. Meetings and events naturally generate content. By working with your event technology partner, you can capture content on-site that can be repurposed all year long.

Here are some things to think about:

> Every question asked during a session can be captured and turned into a micro-learning video or post-event blog

> Hour-long sessions can be recorded and cut into shorter segments for on-demand viewing

> Content can be captured for re-viewing at discussion groups post-event

> Event streams can be captured and re-broadcast for audiences to view post-event
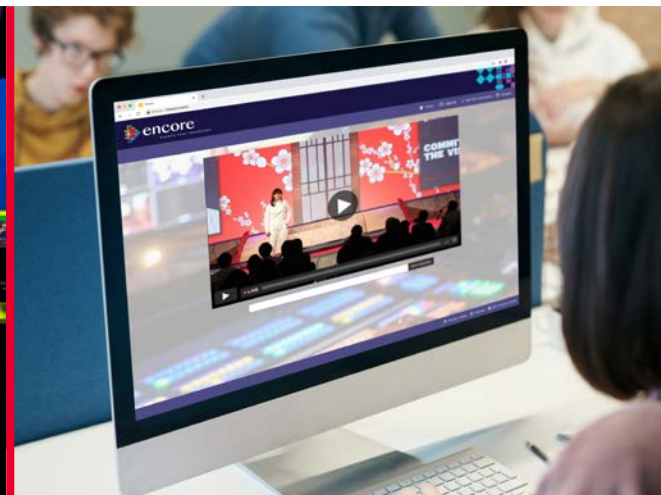
Also think about how you want your speakers, executives and educators to engage with your participants before the event. For example:

> Teaser videos

> Webinars

> Questions gathered pre-event to be answered on-site

> Spotlights in newsletter or blog

> Guest articles distributed pre-event

Utilize the above strategies to engage and educate your meeting and event participants, and you'll become an essential culture creator and keeper for your organization.

If you're not sure you can manage all that on your own, consider partnering with Encore on more than your event's technology. Encore offers strategy, creative and [production teams](#) who can collaborate with you on your event and content strategy; design show graphics, videos, presentations, sets and digital decor; and offer full-service event production support.

encoreglobal.com

Speak with our experts about your next event. **<u>Contact us »</u>**