

Challenge talks: Event Experience



Fèlix Rundel
Co-Founder Futurhein

**GLOBAL
INNOVATION
FORUM**

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the European Union

HEARTS > HEADS > SOCIETIES

Reimagining Participant Experience in Business Events

Impulse by Felix Rundel
futurechain
Centre for Convening Minds



ABOUT ME

Felix Rundel

Co-Founder, futurehain

Co-Founder, Centre for Convening Minds

felix@futurehain.com

www.futurehain.com

www.conveningminds.com

futurehain

Centre for
Convening Minds

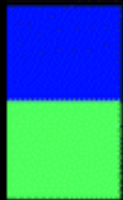
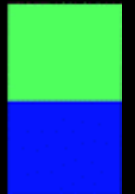
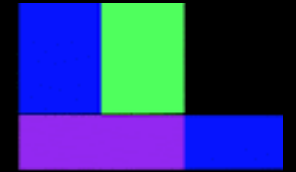
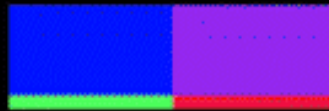
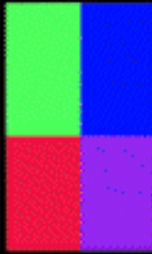
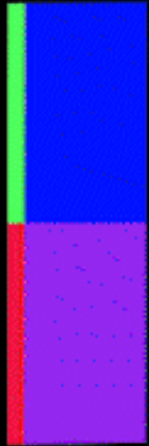
**THEORY &
INSIGHTS**

**STRATEGY &
CONCEPT**

**DESIGN &
EXPERIENCES**

3 DRIVING QUESTIONS
1 CHALLENGE
A MULTITUDE OF PERSPECTIVES
YOUR SOLUTIONS

I. HOW CAN BUSINESS EVENTS BECOME CONSCIOUS TRENDSETTERS FOR POSITIVE CULTURAL AND SOCIETAL CHANGE?

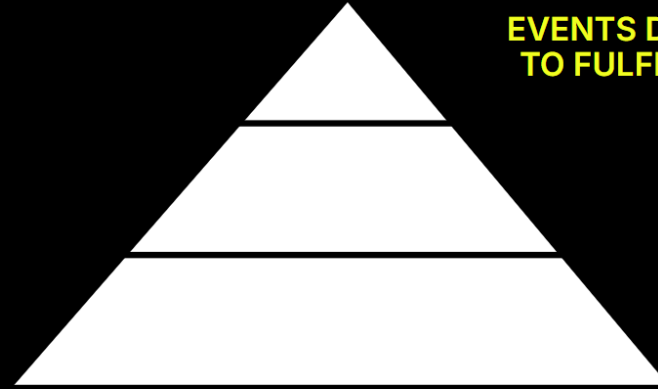


II. HOW CAN BUSINESS EVENTS INCORPORATE NEW PARADIGMS TO REALISE THEIR TRANSFORMATIVE POTENTIAL?

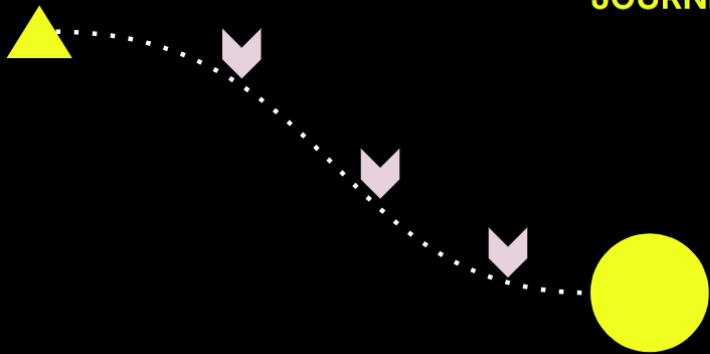
EVENTS DESIGNED FOR HUMANS



EVENTS DESIGNED TO FULFIL NEEDS



EVENTS AS TRANSFORMATIVE JOURNEYS



EVENTS FOR POSITIVE IMPACT



III. HOW CAN WE BUILD MUCH MORE SOPHISTICATED SYSTEMS TO PLAN, EFFECT, MEASURE AND EVALUATE EVENT ENGAGEMENT?



CHALLENGE

How might we create event experiences that are highly **personalised**, deeply **engaging**, and **impactful** for both people and planet?

physical realm

digital realm

strategy & planning

CHALLENGE

How might we create event experiences that are highly personalised, deeply engaging, and impactful for both people and planet?

physical realm

digital realm

strategy & planning

- Increase attendee retention and loyalty amid competing event brands
- Gather accurate insights on attendee needs and expectations
- Determine and remove key friction points on the experience journey
- Create memorable, transformative experiences at scale
- Vastly improve one of these business event factors:
- Knowledge exchange, networking, safety & wellness
- Provide systems for measuring engagement and impact (personal and societal)

BE > FUTURE

shaping the future of business events



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THANK YOU!

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