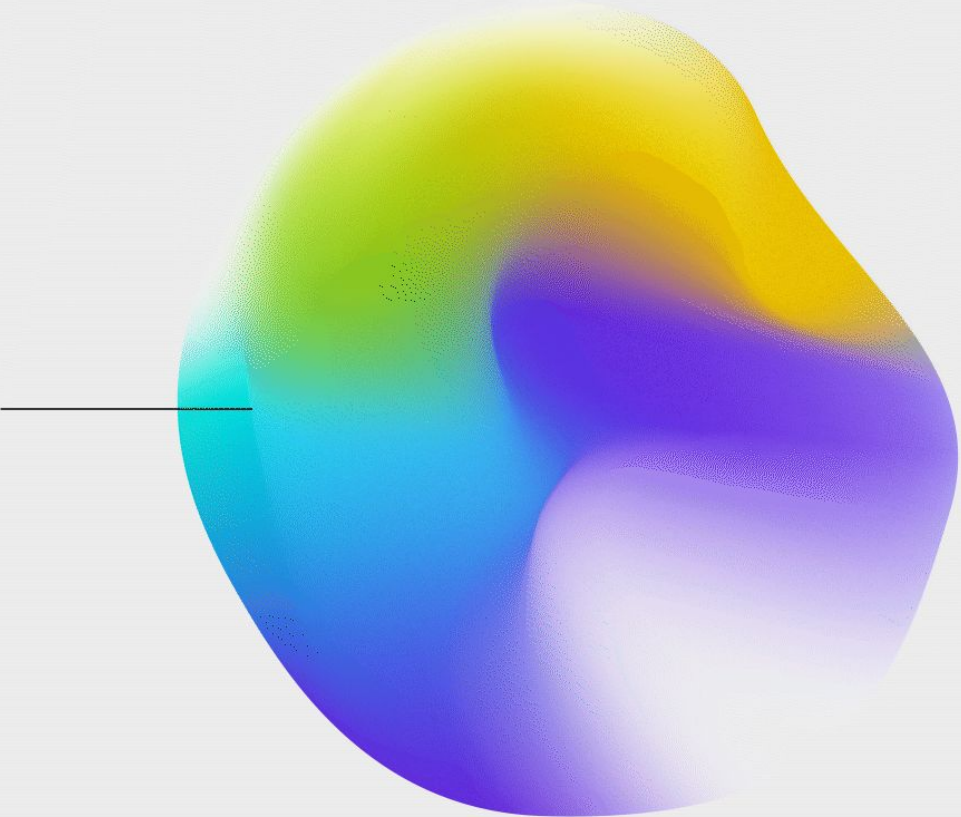storycraft
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the **art** + **science**
of experiential engagement

CEMA Summit 2023
Activation Insights
Report dated: August 22, 2023

At CEMA Summit 2023 Storycraft Lab used the Experience Profiles™ quiz and facilitated a Design Lab to activate the 'Guiding Principles in Experience Design Report'. Both of these endeavours generated a rich data set and deep insights into the CEMA audience.

If you would like to learn about how Storycraft Lab can support your experience to generate audience insights, maximize engagement and inform strategic design, please get in touch.

Design Lab Insights

CEMA Summit 2023

Report dated: August 22, 2023

The Truths Lab workshops at CEMA Summit hosted 130 participants split roughly equally across two 1 hour-long sprint sessions, one in the morning and one in the afternoon. The following pages capture insights and outcomes from the Labs.

Exploring Identities p 6-8

Value of Values p 12-13

Architecting Choice p 9

Power of Play p 14

Designing Belonging p 10-11

Emotional Data p 15-17

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Our Hot Takes

Exploring Identities

Participants found it most easy, natural, comfortable to share the places that have shaped their identity. The audience was captivated by this exercise and appreciated having a moment to think about their unique selves, and what makes them, them.

Architecting Choice

This activity deepened connections as attendees bonded, sharing stories of shared nostalgia. Participants expressed a desire for more optionality in session design, format; networking approaches and furniture/room layouts.

Designing Belonging

This group identified Curiosity and Thinking Differently as distinct and crucial elements in their journey towards a sense of Belonging. Ensuring participatory and creative session experiences will be key in delivering Belonging for CEMA members.

Value of Values

There was a lot of emphasis on co-creation and collaboration in understanding audience values. There were five clear categories of value emerged from whiteboard participation: Content messaging; Co-creation with Audience; Personalization; Social consciousness and values; Transparency.

Power of Play

This activation presented a moment to unpack after the busy day into the slower processing afternoon. One of the main questions was "How can I build this into my event?" as attendees naturally started to strategize with what they were enjoying here.
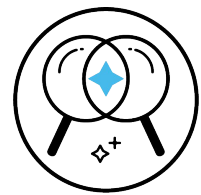
Emotional Data

Words are more consistently understood , especially when assessing relative intensity of emotion. If using emojis, consider adding a word of explanation alongside the image.

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Exploring Identities

Attendees were asked four questions about an aspect of their identity and had a choice to answer any or all of the questions. They recorded their answers on sticky notes and placed under the corresponding question. Our observation was that the audience was captivated by this exercise and appreciated having a moment to think about themselves, what makes them, them. **Consistent with report findings, participants found it most easy/natural/comfortable to share the places that have shaped their identity.**
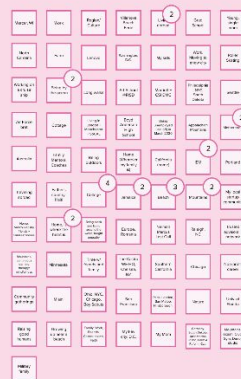

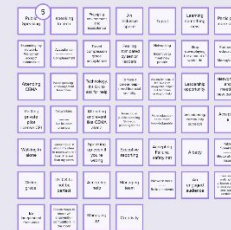*What are the visible aspects of your identity (what others can see)?*
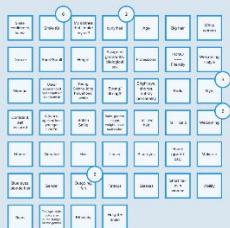
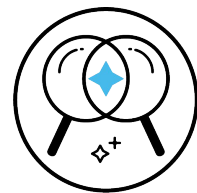*What are the invisible aspects of your identity (what others can't see)?*
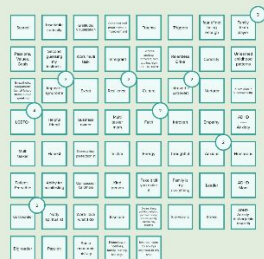
What are the places that have helped define you and affected your identity?

What is one area you can push yourself to get out of your comfort zone? What support do you need to feel comfortable to try something new?

Exploring Identities

Recommendations and insights:

Seeing how much attendees enjoy being prompted about their identities presents an opportunity for event designers to look for spaces to comfortably enable those conversations.

Think about how networking opportunities provide the structure that facilitates such a space.

There is an opportunity to use the accessibility of surface level conversations for deeper connection. Gamification during networking can be a helpful tactic.

What are the visible aspects of your identity (what others can see/perceive?)

Most of the mentions were physical attributes. Participants noting their smile, welcoming demeanor, age, and wardrobe style as the top answers. In relation to what was shared in the invisible parts of their identity, there seems to be a need to help people connect more easily, past the point of complementing their appearance.

What are the in visible aspects of your identity (what others cannot see/perceive?)

Attendees answered with a wide array of elements that are understandably not easily shared, but they also shared elements that should be easily perceived, such as empathetic, leader, energetic, multi-tasker, and honest. There is a sense that we are very concerned with perception at Summit, and perhaps masking as a result.

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Exploring Identities
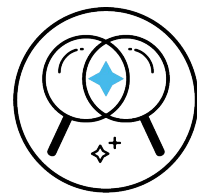
Related to the answers from the first two questions, we saw participants share how they needed to feel more comfortable navigating environments outside of their normal. Of note was the need to feel more comfortable raising their voices.

We also saw how family, home and travel were important factors informing identity. Think about how to ask and incorporate that information into their experience, permitting them to share more about who they are as part of a global community and outside of work.

How might data collected at registration be used to pre-populate a profile?

What are the spaces or places that have shaped aspects of your identity?

Top answers: Where loved ones are, being outdoors, travel and college were identified as the top places informing identity.

What are the areas you can push yourself to get out of your comfort zone? What support do you need?

The majority of participants identified needing help feeling comfortable speaking publicly, speaking up for themselves and navigating environments outside of what they know.

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Architecting Choice
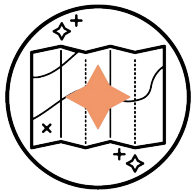
Four main themes emerged throughout this activity:

1. <u>Shared nostalgia</u>: Everyone participated in the fortune telling folding activity, and many were fondly reminiscing about their grade school experiences. This <u>activity deepened connections as attendees bonded</u>, sharing stories of their school days.

2. Opportunities unveiled: Throughout the attendee journey, interest emerged in <u>matchmaking activities.</u> Specifically, there was keen interest in AI enabled matchmaking.

3. Audience-centric approach: <u>Early engagement</u> with attendees via focus groups and surveys was as consistent theme during ideation sessions, with the goal to <u>offer intentional choices</u> through alignment and <u>understanding of an</u> <u>audience's desires</u>.

4. Participants expressed a desire for more optionality in session design, format; networking approaches and furniture/room layouts.

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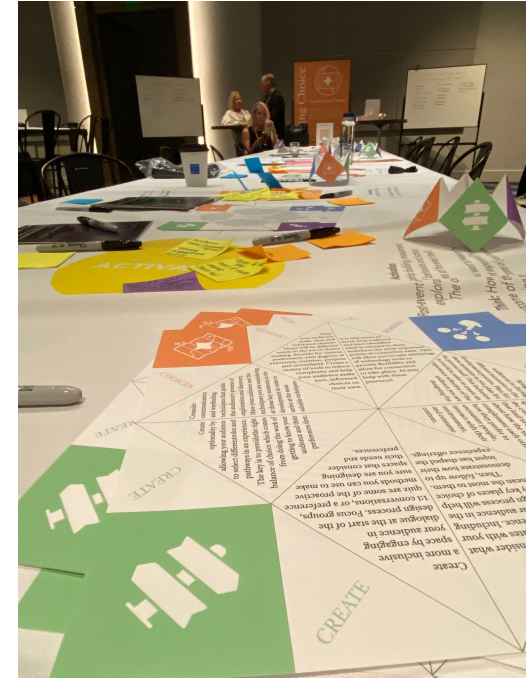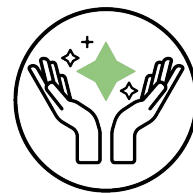
Designing Belonging

We've often heard that "CEMA Summit is all about the content" - that holds true, according to this data. BUT - it also indicates that format is critical - ensuring participatory and creative session experiences will be key in delivering Belonging.

Assessment:

This group identified <u>Curiosity</u> and <u>Thinking Differently</u> as distinct and crucial elements in their journey towards a sense of Belonging. These top touchpoints suggest that in future experience design for this audience, the opportunity to think differently could begin with the relevance that an event or experience might offer, while breaking away from the ordinary to discover through conversation, reflection and revelation.

This strong curiosity exists alongside an interest in connecting with other <u>people</u> and <u>shared experience</u> - indicates that activities allowing <u>creativity and experimentation</u> with new things and ideas will resonate. This suggests that session designs that provide the chance to <u>engage authentically</u> with one another will spark joy and happiness, creating a feeling of "this is where I belong."

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Wheel of Belonging Insights

The following data points were collected at CEMA Summit during the *Six Truths for Innovative Event Strategies* Design Lab on Tuesday August 8, 2023.

Belonging Journeys

40
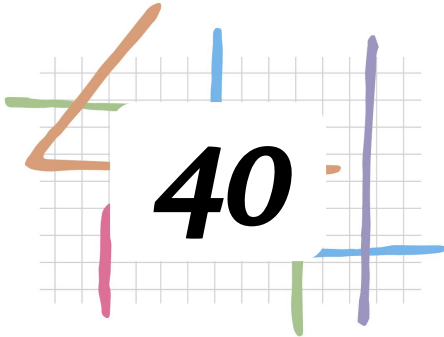
At CEMA Summit 40 Belonging Journeys were woven into the Wheel of Belonging.

Experience Profiles

7 PIONEER

18 GUIDE

2 UNICORN

9 SCOUT

4 SURVEYOR

The counts above illustrate the Experience Profile breakdown for the participants of the Wheel of Belonging.

Top Touchpoints

Curious
✧ 12 ✧

Shared Experience
✧ 9 ✧

Thinking Differently
✧ 11 ✧

Finding Your People
✧ 9 ✧

Motivation to Create
✧ 9 ✧

True Authenticity
✧ 8 ✧

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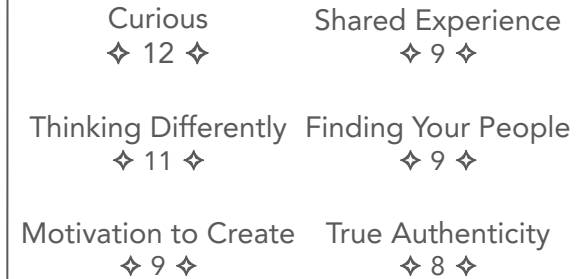
The Value of Values

When asked to ideate on best ways to demonstrate that you are aligned with your audience's values, most people noted event messaging and content was the way to go. There was also a lot of emphasis on co-creation/ collaboration in understanding audience values:

"Ask, listen, show"

"Give them a voice"

"Active listening and implementation"

Whiteboard Notes:
Five clear categories of value emerged
1. Content messaging
2. Co-creation with Audience
3. Personalization
4. Social consciousness/values
5. Transparency

Several prominent themes emerged regarding the manifestation of value alignment within the experience journey. One prevalent theme revolved around **the initial step of seeking and understanding.**

Additionally, there was a recurring emphasis on the importance of featuring a **diverse array of speakers and values-based content**.

Lastly, the themes of **community building, harnessing existing communities, and ensuring their sustainability post-event** were also notably recurrent in the ideation data.

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The Value of Values

SUSTAINABLY
FOCUSED VENUE
(21)

ETHICALLY
ALIGNED TO BRAND
(39)

FORTIFY
RELATIONSHIPS WITH
EXISTING COMMUNITIES
(28)

BUILD
RELATIONSHIPS WITH
NEW COMMUNITIES
(34)

HYBRID
FLEXIBILITY
(4)

VENUE
UNIQUE/FOMO INDUCING
(52)

CHOICE
IN HOW TO CONSUME CONTENT
(37)

COLLABORATION
IN CREATING CONTENT
(20)

ORGANIC
MEETUPS
(21)

ORGANIZED
NETWORKING
(42)

LOCAL
ACTIVISM
(42)

GLOBAL
ACTIVISM
(13)

This audience showed clear preferences in each "this or that" value with the exception of community building (fortify existing or build new relationships) having a difference of just 6 votes.

Do you want to dig deeper here? This is an assumption to test in your events: *Votes indicate that choice and variety matter a lot when it comes to networking opportunities. But does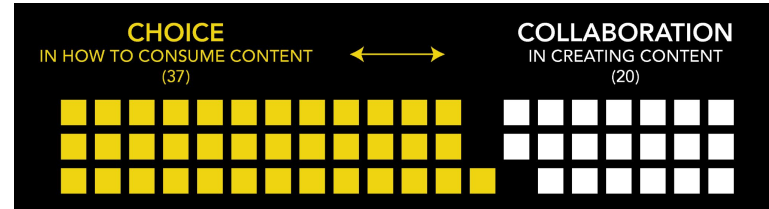 that hold true in reality? Are we willing in practice to meet people other than those we already know? Recommended reading and examination in line with Exploring Identities truth: https://irrationallabs.com/case-studies/no-small-talk/*

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The Power of Play

This space was free flowing and aligned well with the energy levels of an afternoon workshop. There was a lot of excited discussion about how to incorporate play - and no sticky notes!

Facilitator Observations

Slime: Attendees automatically gravitated towards this multi-sensory experience. They relaxed, and started to connect how play is and can be beneficial not only for their event but also for their internal teams in order to more effectively support their events. Slime sparked peer to peer sharing – there were some very interesting, productive conversations had around the slime table.

Legos: Attendees enjoyed having an option to sit down and slow down, to get strategic with their play however they saw fit. They were able to engage in deeper thinking and discussion with others as they focus on building with the Legos. Conversations segue from one area of work and personal life to another.

Gender dynamic at play here were different than at other activations, namely Mexico City: both male and female presenting attendees enjoy the play options equally.

Overall, this part of the activation presented a moment to unpack after the busy day into the slower processing afternoon. One of the main questions was "How can I build this into my event?" as attendees naturally started to strategize with what they were enjoying here.

This presents an opportunity to include a "Happy Play Hour" into future experience, and/or utilize play as one of the conduits for content delivery.

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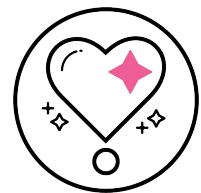
Emotional Data: Outcomes

Participants were asked to place words and emojis on an emotional scale graphic. The goal of the exercise was to establish which sentiment words and emojis are consistently understood in terms of intensity on a numeric scale (and could be used reliably to measure), and conversely - those words and emojis that are interpreted inconsistently (and therefore may be problematic).

Use with confidence: Words and emojis listed under the numeric category at least 2/3 of the time

Angry	Sad	Distressed	Skeptical	Apathetic	Calm	Amused	Positive	Fascinated	Obsessed!
Agitated	Concerned	Frustrated	Overwhelmed	Disengaged	Relaxed	Playful	Hopeful	Loved	Captivated
Impatient	Dismayed			Whatever	Comfortable		Encouraged	Curious	
				Jaded			Happy	Absorbed	
				Meh			Trusting		

🦀   🙁   🤔 🫠   ☺️   💡 🤓 🥹 💖 🤩

Use with caution: Words and emojis with inconsistent interpretation

Confused
Generally negative - placed under 1, 2, 3

Thoughtful
Generally positive - Placed at 6, 7, 9
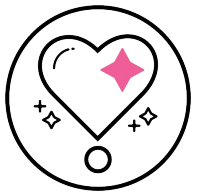
🔥
All over the map - Placed at 1, 4, 7, 10

🤷
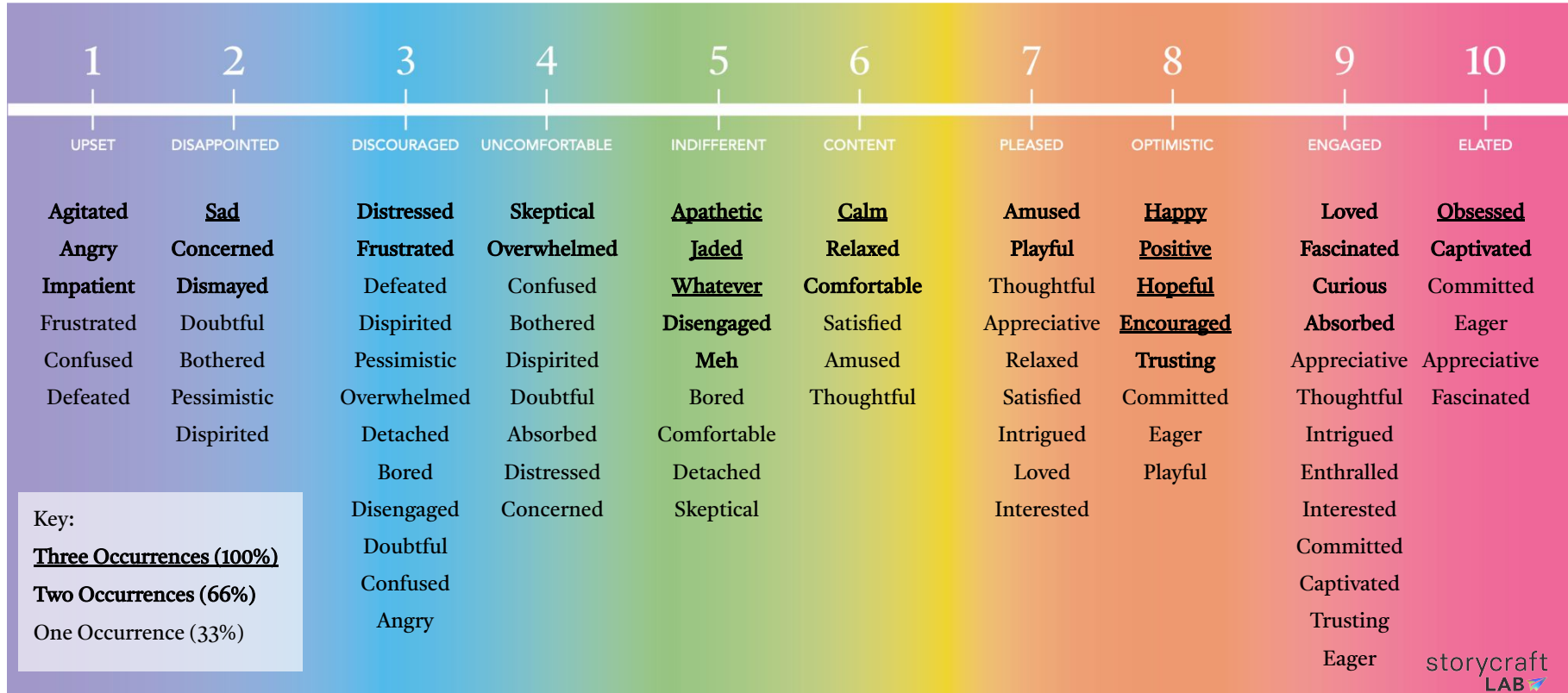Generally negative - placed under 1, 2, 3, 4, 5

🎉 🫶 🫶
Generally positive - placed under 6, 7, 8, 9, 10

Insight: Words are more consistently understood , especially when assessing relative intensity of emotion. If using emojis, consider adding a word of explanation alongside the image. View our detailed data spreadsheet here

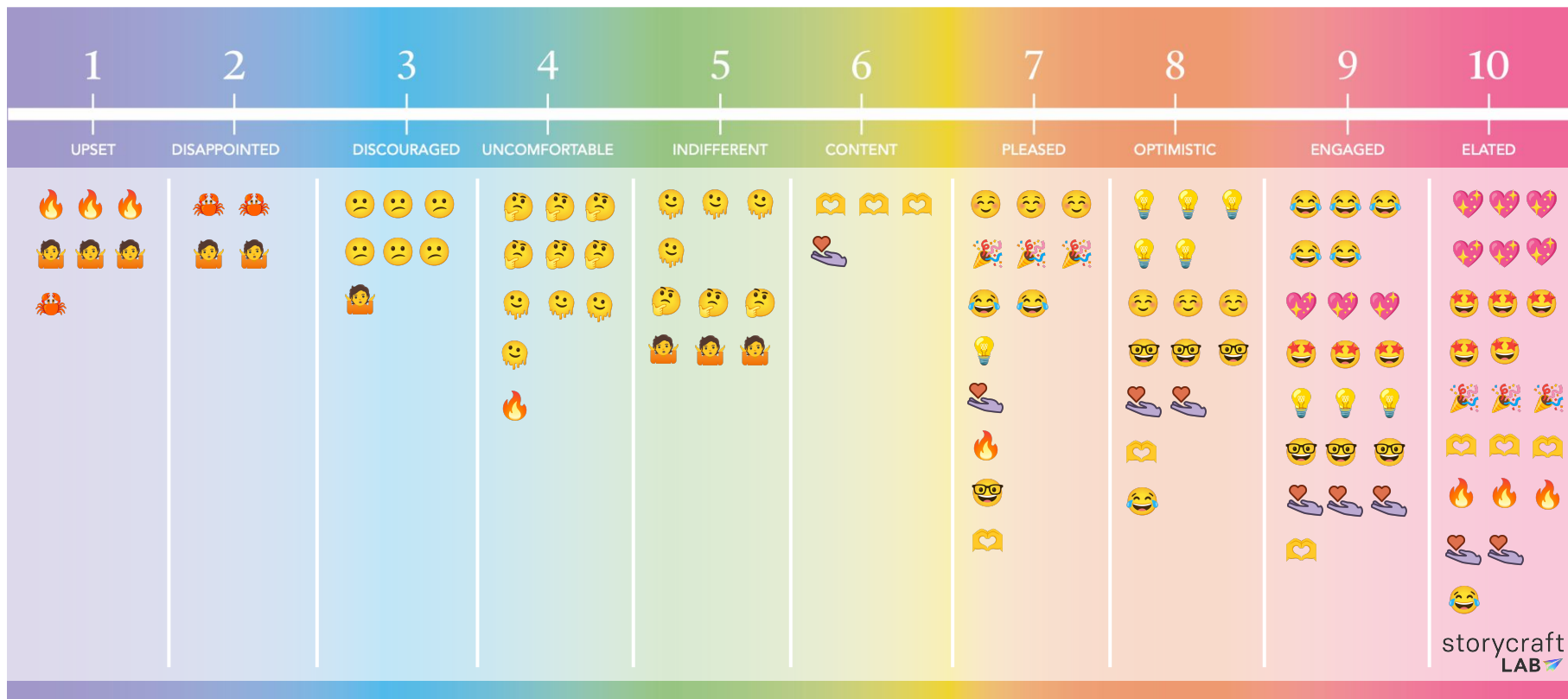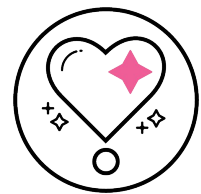storycraft
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Emotional Data: Amalgamated results (words)

1	2	3	4	5	6	7	8	9	10
UPSET	DISAPPOINTED	DISCOURAGED	UNCOMFORTABLE	INDIFFERENT	CONTENT	PLEASED	OPTIMISTIC	ENGAGED	ELATED
Agitated	<u>**Sad**</u>	**Distressed**	Skeptical	<u>**Apathetic**</u>	<u>**Calm**</u>	Amused	<u>**Happy**</u>	Loved	<u>**Obsessed**</u>
Angry	**Concerned**	**Frustrated**	**Overwhelmed**	<u>**Jaded**</u>	Relaxed	**Playful**	<u>**Positive**</u>	**Fascinated**	**Captivated**
Impatient	**Dismayed**	Defeated	Confused	<u>**Whatever**</u>	**Comfortable**	Thoughtful	<u>**Hopeful**</u>	**Curious**	Committed
Frustrated	Doubtful	Dispirited	Bothered	**Disengaged**	Satisfied	Appreciative	<u>**Encouraged**</u>	**Absorbed**	Eager
Confused	Bothered	Pessimistic	Dispirited	**Meh**	Amused	Relaxed	**Trusting**	Appreciative	Appreciative
Defeated	Pessimistic	Overwhelmed	Doubtful	Bored	Thoughtful	Satisfied	Committed	Thoughtful	Fascinated
	Dispirited	Detached	Absorbed	Comfortable		Intrigued	Eager	Intrigued	
		Bored	Distressed	Detached		Loved	Playful	Enthralled	
		Disengaged	Concerned	Skeptical		Interested		Interested	
		Doubtful						Committed	
		Confused						Captivated	
		Angry						Trusting	
								Eager	

Key:
<u>**Three Occurrences (100%)**</u>
Two Occurrences (66%)
One Occurrence (33%)

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Emotional Data: Amalgamated results (emojis)

Design Lab Ideation Capture

CEMA Summit 2023

Report dated: August 22, 2023

The number one question we heard from participants was:

What is happening with all of this data?
Will you share it with us?

The following pages capture document ideation from the Truths Lab workshops at CEMA Summit, August 8, 2023. This data provides an at-a-glance indication of where ideas flowed more freely for a particular topic, or where gaps exist for further exploration. The detailed transcribed and collated notes can be explored in a mural or accessed via spreadsheet. They will ultimately be compiled into a supporting document for the full report.

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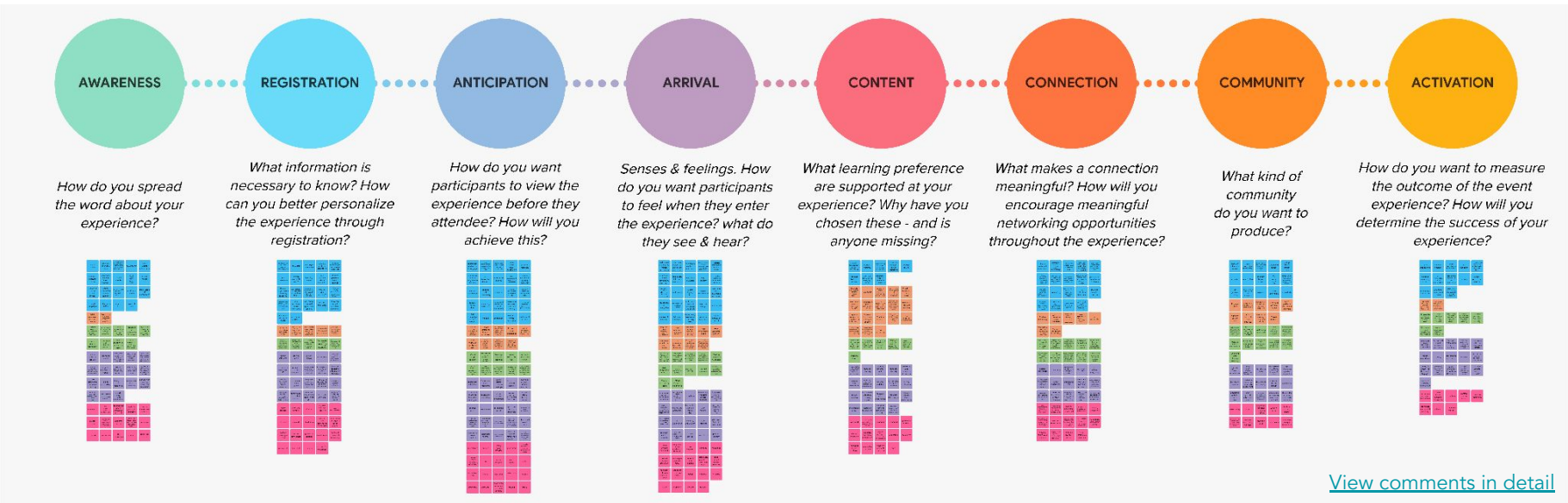LAB

Truths Lab - Ideas Sticky Notes
Collected by Truth & Touchpoint

The volume of ideas collected generally shows an interest / ease / comfort in ideating for earlier stages of an event life cycle.
Architecting Choice generated more ideas for during an event (this is consistent with insights from Architecting Choice p6).
Value of Values showed a fairly consistent flow of ideation throughout the life cycle.

AWARENESS

How do you spread the word about your experience?

REGISTRATION

What information is necessary to know? How can you better personalize the experience through registration?

ANTICIPATION

How do you want participants to view the experience before they attendee? How will you achieve this?

ARRIVAL

Senses & feelings. How do you want participants to feel when they enter the experience? what do they see & hear?

CONTENT

What learning preference are supported at your experience? Why have you chosen these - and is anyone missing?

CONNECTION

What makes a connection meaningful? How will you encourage meaningful networking opportunities throughout the experience?

COMMUNITY

What kind of community do you want to produce?

ACTIVATION

How do you want to measure the outcome of the event experience? How will you determine the success of your experience?

View comments in detail

Do you want to dig deeper? *Use these ideas as discussion starters for your team.*
Convene a focus group or round table discussions specific to touchpoint and truth, to help unlock insights for your event.

Link to spreadsheet

Exploring Identities ✧ Architecting Choice ✧ Designing Belonging ✧ Value of Values ✧ Emotional Data

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Truths Lab - Ideas Sticky Notes
Collected by Truth & Touchpoint

EXPLORING IDENTITIES

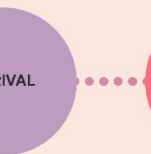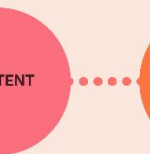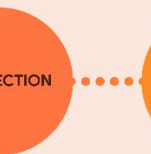| AWARENESS	REGISTRATION	ANTICIPATION	ARRIVAL	CONTENT	CONNECTION	COMMUNITY	ACTIVATION
How do you spread the word about your experience?	What information is necessary to know? How can you better personalize the experience through registration?	How do you want participants to view the experience before they attendee? How will you achieve this?	Senses & feelings. How do you want participants to feel when they enter the experience? what do they see & hear?	What learning preference are supported at your experience? Why have you chosen these - and is anyone missing?	What makes a connection meaningful? How will you encourage meaningful networking opportunities throughout the experience?	What kind of community do you want to produce?	How do you want to measure the outcome of the event experience? How will you determine the success of your experience?

View comments in detail

✦ In the registration touchpoint, there was an emphasis on asking questions about familiarity with the event, learning & social preferences, and what they were hoping to gain as an attendee.

✦ For connection, a high number of responses showed a need for opening up and sharing more personal aspects with others. As well as using common identities and shared experiences to help build a sense of connection.

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Truths Lab - Ideas Sticky Notes
Collected by Truth & Touchpoint

ARCHITECTING CHOICE

AWARENESS · · · **REGISTRATION** · · · **ANTICIPATION** · · · **ARRIVAL** · · · **CONTENT** · · · **CONNECTION** · · · **COMMUNITY** · · · **ACTIVATION**

AWARENESS — How do you spread the word about your experience?

REGISTRATION — What information is necessary to know? How can you better personalize the experience through registration?

ANTICIPATION — How do you want participants to view the experience before they attendee? How will you achieve this?

ARRIVAL — Senses & feelings. How do you want participants to feel when they enter the experience? what do they see & hear?

CONTENT — What learning preference are supported at your experience? Why have you chosen these - and is anyone missing?

CONNECTION — What makes a connection meaningful? How will you encourage meaningful networking opportunities throughout the experience?

COMMUNITY — What kind of community do you want to produce?

ACTIVATION — How do you want to measure the outcome of the event experience? How will you determine the success of your experience?

[View comments in detail]

✧ In terms of content, many people noted that asking their audience about their preferences would be helpful to tailoring content that they would be engaged in. In addition, there was an emphasis on providing choice throughout the event.

✧ For the community touchpoint, a few responses mentioned that providing their audience with "guidance for how to show up" was important. As well as, providing multiple occasions and setting for community to flourish.
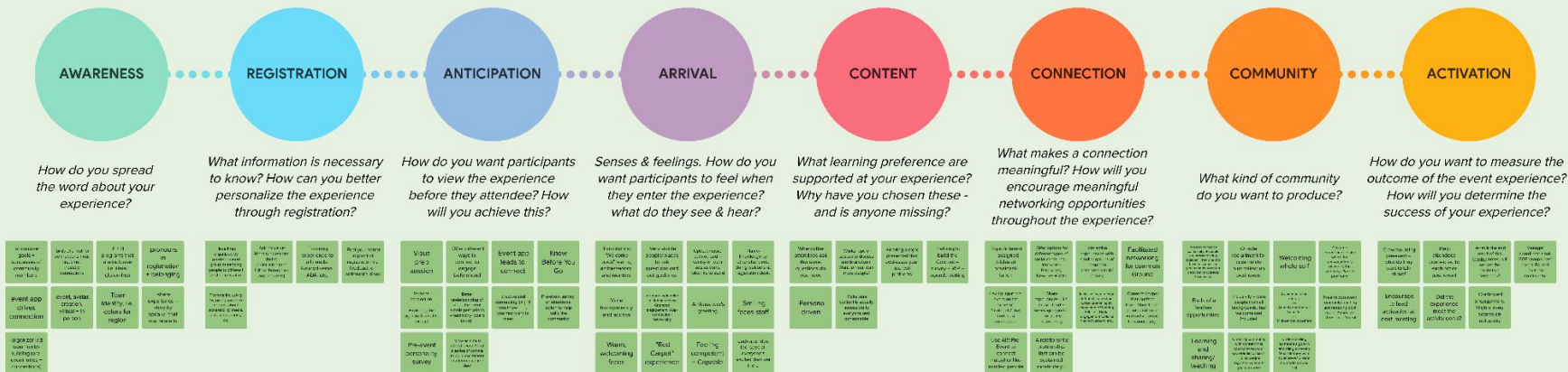
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Truths Lab - Ideas Sticky Notes
Collected by Truth & Touchpoint

DESIGNING BELONGING

AWARENESS · **REGISTRATION** · **ANTICIPATION** · **ARRIVAL** · **CONTENT** · **CONNECTION** · **COMMUNITY** · **ACTIVATION**

How do you spread the word about your experience?

What information is necessary to know? How can you better personalize the experience through registration?

How do you want participants to view the experience before they attendee? How will you achieve this?

Senses & feelings. How do you want participants to feel when they enter the experience? what do they see & hear?

What learning preference are supported at your experience? Why have you chosen these - and is anyone missing?

What makes a connection meaningful? How will you encourage meaningful networking opportunities throughout the experience?

What kind of community do you want to produce?

How do you want to measure the outcome of the event experience? How will you determine the success of your experience?

[View comments in detail](#)

✦ There was a high number of responses that noted the importance of priming attendees with exciting details & "must attend moments" to build anticipation. Others mentioned that setting up connections between attendees pre-event should be a priority.

✦ Regarding community, there was an emphasis on nurturing a sense of community that transensends the lifetime of the event. There were recommendations for this around pre- and post-event meetups, as well as connecting people around purpose-driven conversation topics.

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Truths Lab - Ideas Sticky Notes
Collected by Truth & Touchpoint

VALUE OF VALUES

AWARENESS
How do you spread the word about your experience?

REGISTRATION
What information is necessary to know? How can you better personalize the experience through registration?

ANTICIPATION
How do you want participants to view the experience before they attendee? How will you achieve this?

ARRIVAL
Senses & feelings. How do you want participants to feel when they enter the experience - what do they see & hear?

CONTENT
What learning preference are supported at your experience? Why have you chosen these - and is anyone missing?

CONNECTION
What makes a connection meaningful? How will you encourage meaningful networking opportunities throughout the experience?

COMMUNITY
What kind of community do you want to produce?

ACTIVATION
How do you want to measure the outcome of the event experience? How will you determine the success of your experience?

[View comments in detail](#)

✦ In regards to anticipations, there was a high number of responses that related to using FOMO (fear of missing out) to build engagement with pre-event communications. Additionally, a number of responses mentioned value driven communications that center on the event's purpose.
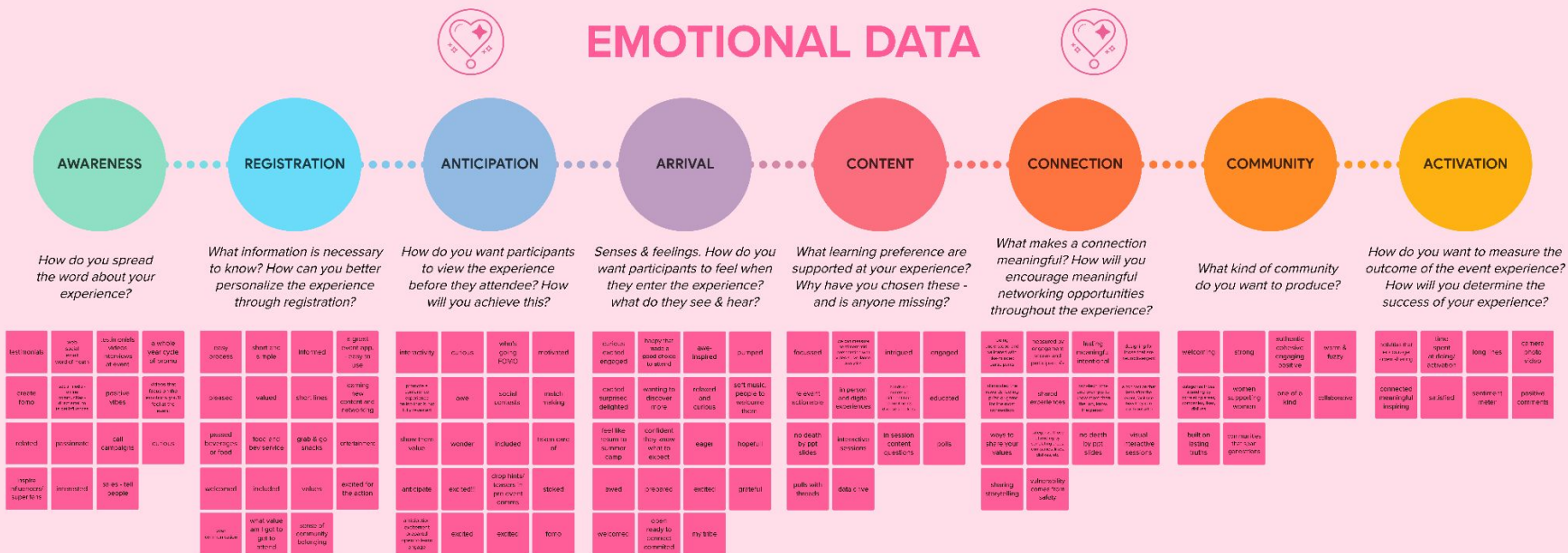
✦ For content, there was an emphasis on diversity. This was noted in regards to keynote speakers, learning styles, room layouts, in-person vs. on-demand, professional vs. personal development, and takeaway options. Across the board, the intent behind these suggestions was to provide the attendee with choices when it comes to content.

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Truths Lab - Ideas Sticky Notes
Collected by Truth & Touchpoint

EMOTIONAL DATA

AWARENESS	REGISTRATION	ANTICIPATION	ARRIVAL	CONTENT	CONNECTION	COMMUNITY	ACTIVATION
How do you spread the word about your experience?	What information is necessary to know? How can you better personalize the experience through registration?	How do you want participants to view the experience before they attendee? How will you achieve this?	Senses & feelings. How do you want participants to feel when they enter the experience? what do they see & hear?	What learning preference is supported at your experience? Why have you chosen these - and is anyone missing?	What makes a connection meaningful? How will you encourage meaningful networking opportunities throughout the experience?	What kind of community do you want to produce?	How do you want to measure the outcome of the event experience? How will you determine the success of your experience?

✦ In the arrival touchpoint, there was an emphasis on creating a feeling that all are welcome. Responses included multisensory experience recommendations around using music, scent, and F&B service to engage people from the moment they walk in the door.

✦ For activation, a number of responses included ideas around creating spaces that would help attendees to build relationships that carry on after the event. People mentioned that leaning into feelings of inclusivity and welcoming people into communities would be effective in cultivating long-term relationships.

storycraft
LAB

Thank you

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CEMA SUMMIT 2023

CEMA Summit
Experience Profiles™ Data Review

Updated 8/16/2023
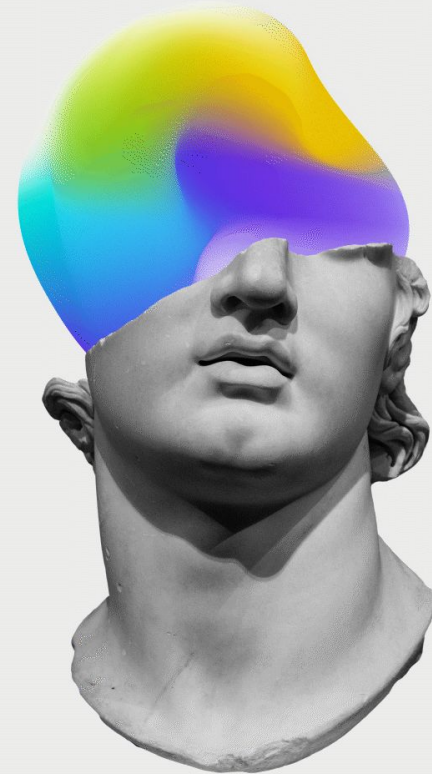
Experience Profiles Insights

The CEMA Summit group is unique.

Compared to a sample group, with whom they had similarity in professional focus, there was *a higher percentage of Pioneers and Guide profiles*.

Unicorn profiles for this group were uniquely centered on the Guide profile. This provides us with useful direction in further customizing profiles specifically for CEMA.

Overall, the CEMA audience is a **social, innovative, curious group interested in the intersection of ideas and people.**

They are here for content but just as important is working through that content with one another. *Content centered on new ideas accessed via shared experience is inspiring.*

This group *is here for connections with people* - but it's clear that business intention and leadership is a focus. *Agency in making choices is appreciated, as is the organizer providing info and tools* to help attendees be successful.

This group likes to self determine, being quite independent and appreciates serendipity in a social setting - *the loose structure behind networking at Summit is successful for this reason, connections should not be over-managed / orchestrated.*

More visual, more hands-on. And yet, not as interested in demos. *Environmental design is exciting to this visual and tactile group. Demos are not likely to engage - consider other options for partner participation.*

Within this group - consistent with industry wide responses - there is more interest in collaborative learning, discussion and interactive workshops. *Room set-ups to enable collaboration is important. Invest in breakouts that have interactivity built into design.*

A significant and unique number of CEMA quiz respondents - **71%** - demonstrate their knowledge acquisition through sharing expertise. *It is imperative that this group are able to discuss and share - everywhere.*

A significant and unique number of CEMA quiz respondents - **77.3%** - are drawn to content with people stories. *Consider campfire sessions that open with a 'true personal story' leading to group discussion.*

CEMA Leaders understand the power of the collective and the importance of collaboration in building buy-in. They are at Summit to build professional success. *Management topics, ideas around influence and 'moving' groups of people will be inspiring - especially if they leverage stories of success.*
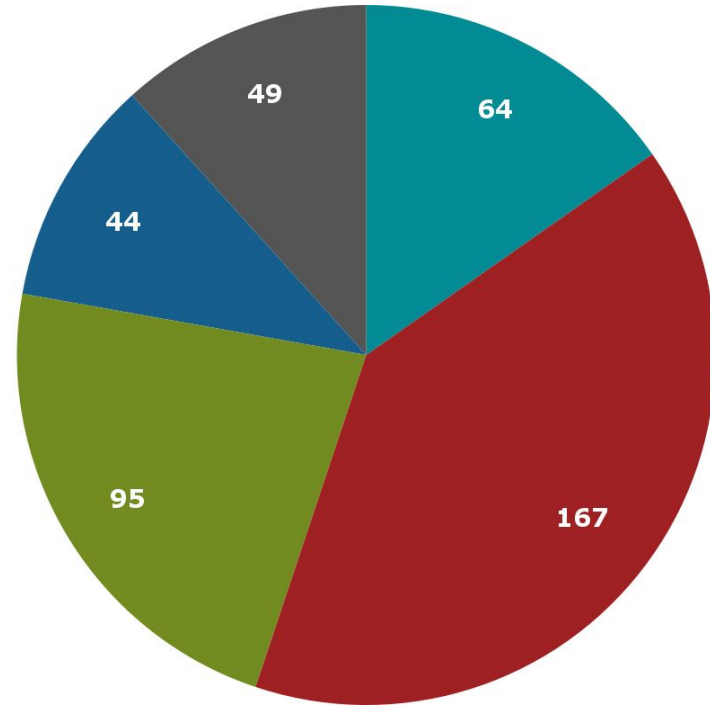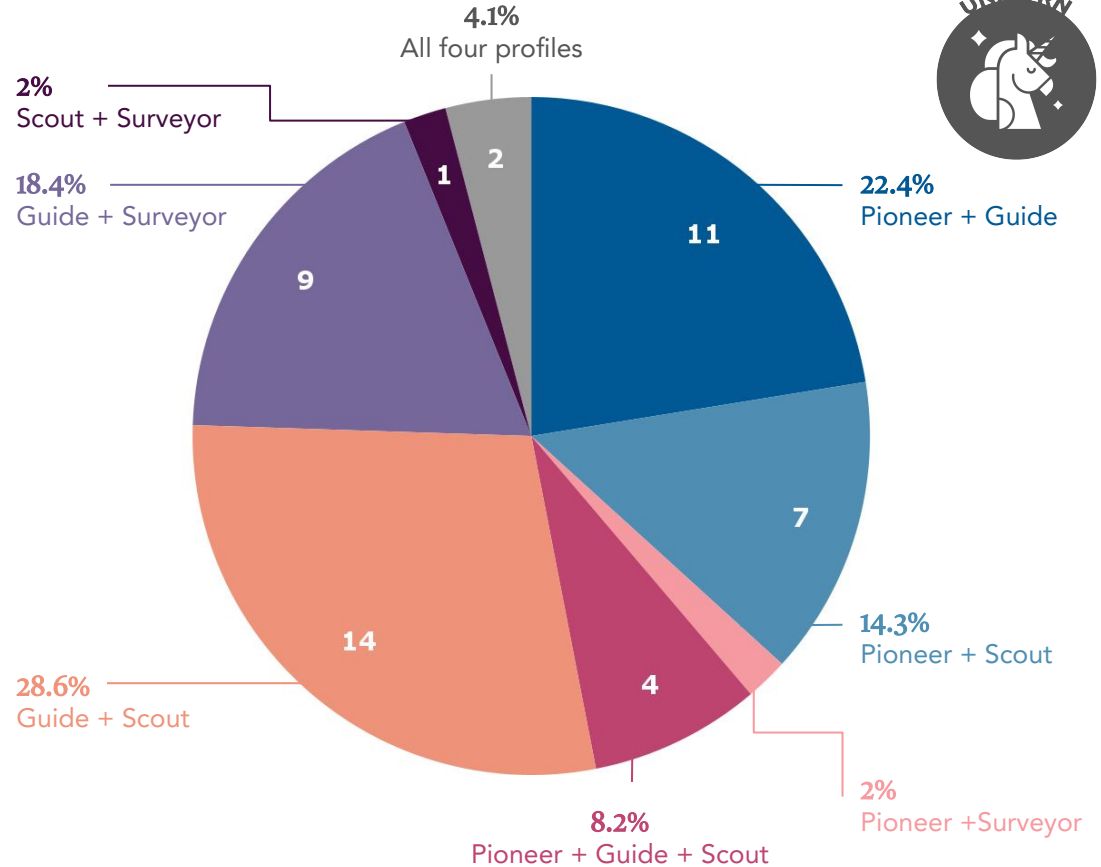
1

I find comfort and safety most when...

17.7%
I feel clarity

37.6%
I feel human
connection

CEMA had 5.1%
fewer responses
of "shared
purpose," and
4.6% more
responses of
"human
connection".

*Compared to Industry
sample audience.

74

157

80

107
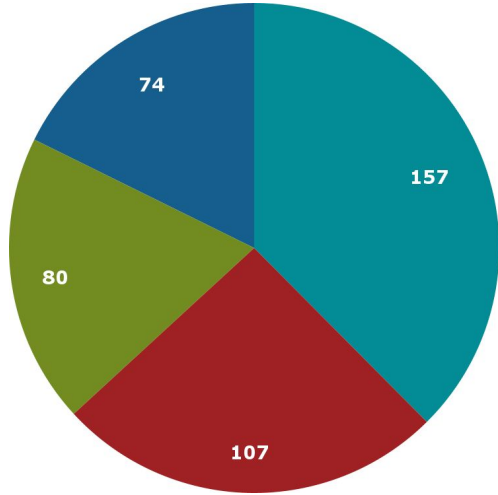
19.1%
I am personally invested
in shared purpose

25.6%
I feel accepted

2

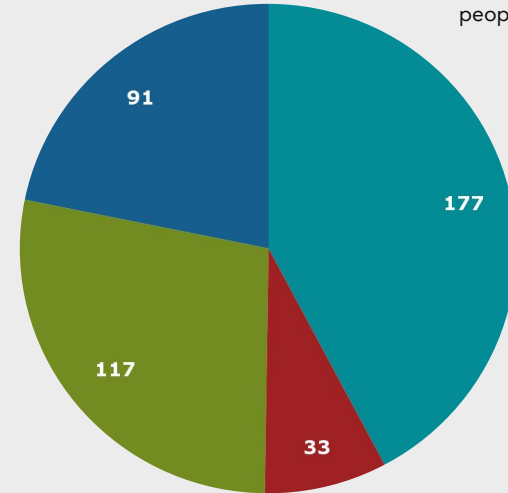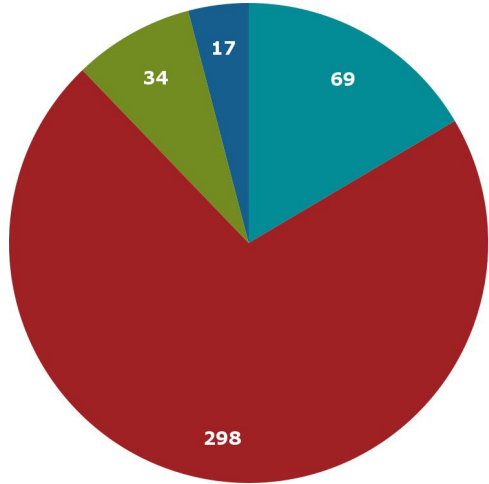## How would you prefer to meet new people & build relationships?

21.8%
Self-select into a
community of shared
interests

4.3%
Join a lively, structured
activity where you can
meet like-minded
people

CEMA audience
had 6.2% fewer
responses of
self-selected
community
interests, 3%
more responses
of serendipity
and 4.3% more
responses of
lively structure.

*Compared to Industry
sample audience.

91

177

117

33

28.0%
Serendipity! Join an
unstructured happy hour
at an exciting location

7.9%
Go to a moderated
session with new
technology and people

CEMA Summit Experience Profiles™ Data Review

3

When do you feel most confident in your knowledge

4.1%
I've aced an assessment or quiz

16.5%
I am encouraged to use futuristic or scenario thinking

CEMA has a notably high response around sharing expertise - 17.3% more than Industry Sample Audience. This may have contributed to the number of 'Guide' profiles.
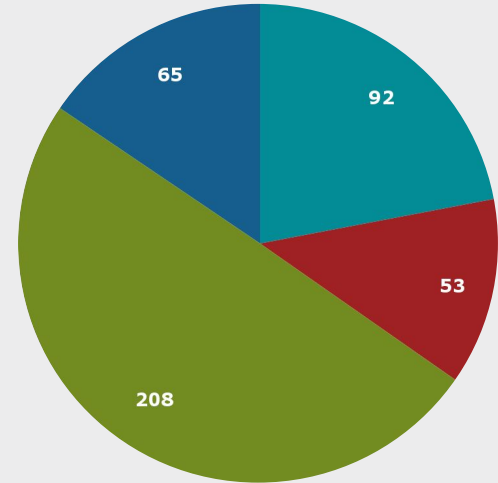
17

34

69

298

8.1%
I have a playbook to apply what I've learned

71.3%
I can share my expertise

4

You have an hour free in your day… How are you going to re-energize?

15.6%
Get Enlightened/Inspired: Listen to a podcast or read a book

22%
Get Social: Catch up with family/friends

The CEMA audience had 6.8% more "Get Moving" responses.

*Compared to Industry sample audience.

65

92

208

53

49.8%
Get Moving: Walk the dog, go to a coffee shop, go to the garden

12.7%
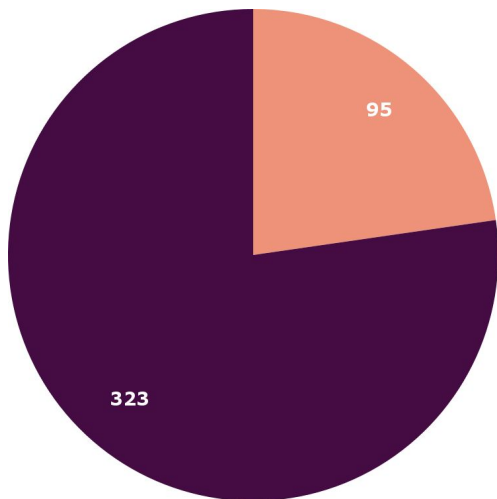Get Creative: Re-organize your room, create a mood board, puzzle, coloring

What would you consider more meaningful?

22.7%

Creating you own interpretation of the beauty of a work of art

95

323

CEMA has a notably high response towards people's stories.

*Compared to Industry sample audience.

77.3%

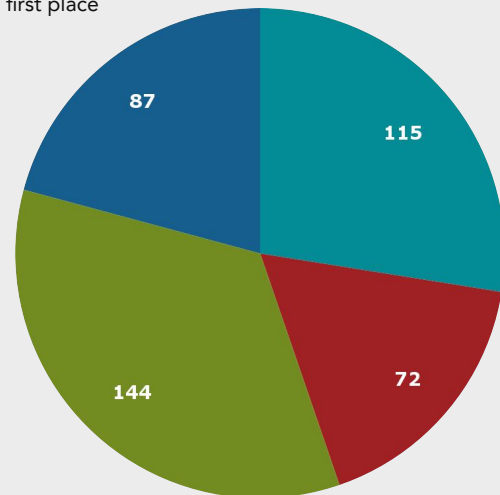The story behind a work of art, and why it had meaning for the artist

Before you begin a mission of exploration, what's the first thing you need?

20.8%

An explanation of why I am exploring in the first place

27.5%

A map to plot my own journey

87

115

144

72

The CEMA audience had 7.2% less respondents seeking explanation and 7.5% more responses seeking maps.

*Compared to Industry sample audience.

34.4%

Nada! Just tell me where to start and set me free

17.2%

A friend or trusted colleague

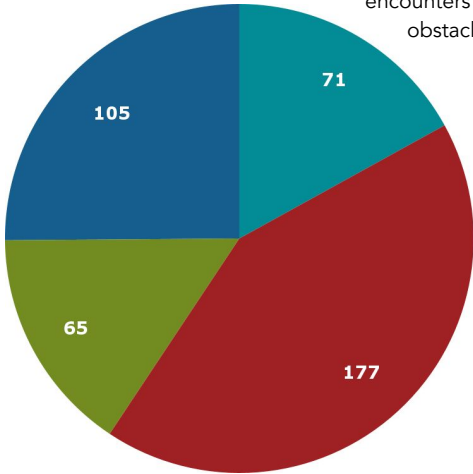CEMA Summit Experience Profiles™ *Data Review*

You're on a trail and several new paths present themselves. What will guide your decision on which way to go?

25.1%
Talk it out with a friend

17%
Seek the way that offers varied physical encounters or obstacles

The CEMA audience had a 7.3% more responses of visual preference, and 7.4% fewer responses of olfactory preference.

*Compared to Industry sample audience.

105

71

65

177

15.6%
Follow my nose and be led by the scent of something enticing (flowers, food)

42.3%
Choose the path with the most intriguing colors and lighting
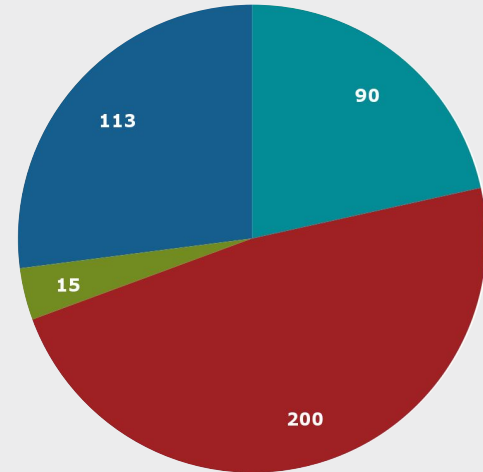
You see something new, you want to understand it and learn more about it. Your first instinct is to...

27%
Visual/Observe

21.5%
Aural/Discuss

CEMA had 5.8% more kinesthetic responses and 3.6% fewer olfactory responses.

*Compared to Industry sample audience.

113

90

15

200

5.4%
Smell/Sense

47.8%
Touch/Test
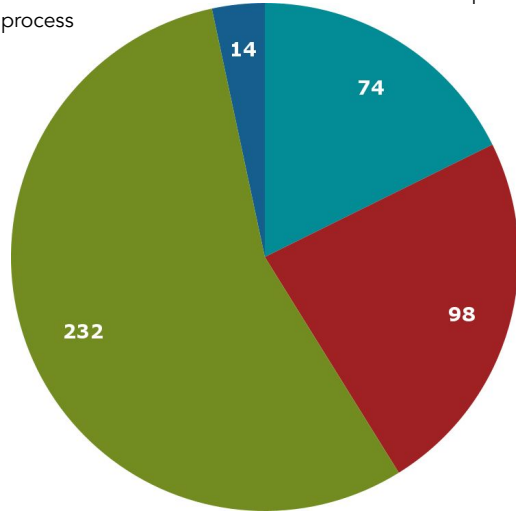
CEMA Summit Experience Profiles™ *Data Review*

What group activity sounds most exciting to you?

3.3%
A strategic escape room where they have a clearly defined role in the process

17.7%
A fancy night out to the newest local hotspots

The CEMA audience responses for urban adventure are similar to the Industry sample audience.

14

74

232

98

55.5%
An urban adventure steeped in local culture, music and food

23.4%
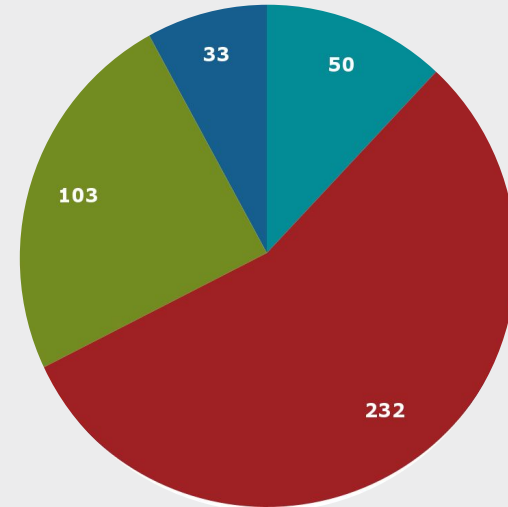A cozy campfire that includes casual storytelling

What type of learning structure sparks joy and creativity?

7%
Structured objectives and written prompts

10.6%
Cues from a graphic guide or demonstration

CEMA had 16% more responses for collaborative learning, and less responses for structure or demos.
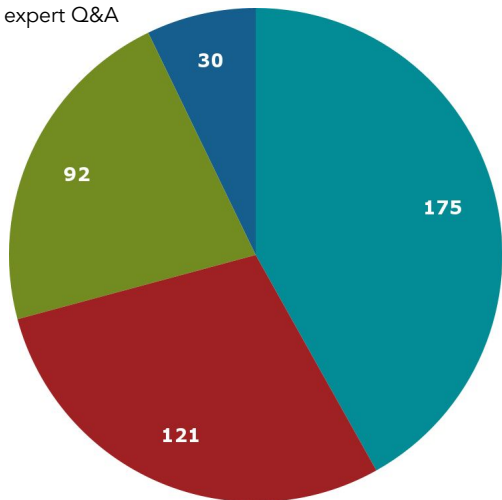
*Compared to Industry sample audience.

33

50

103

232

26.4%
Self-driven and open ended

56%
Collaborative learning with a group

CEMA Summit Experience Profiles™ *Data Review*

How do you learn best?

7.2%

Online classes, webinars or videos with live opportunity for expert Q&A

41.9%

Hands-on workshops where I can collaborate with others

30

92

175

121

The CEMA audience responses are similar to the Industry sample audience.

22%

Interactive sessions where I can map out and share my ideas

28.9%

Smaller, more informal group conversations, podcasts and fireside chats

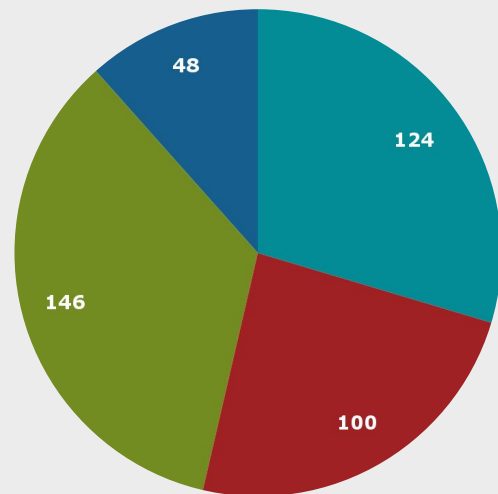# You've identified an opportunity to create change for good…
What's the first step you would take as a leader?

11.5%

Retreat to a place where I can map out a vision

29.7%

Recruit a team to help make it happen

48

124

146

100

CEMA had 7.9% more responses for pitching ideas, and 13.5% less responses for independently mapping.

*Compared to Industry sample audience.

Leaders who understand the power of the collective and the importance of collaboration in building buy-in

34.9%

Pitch ideas and scenarios as a way to generate input and a plan

23.9%

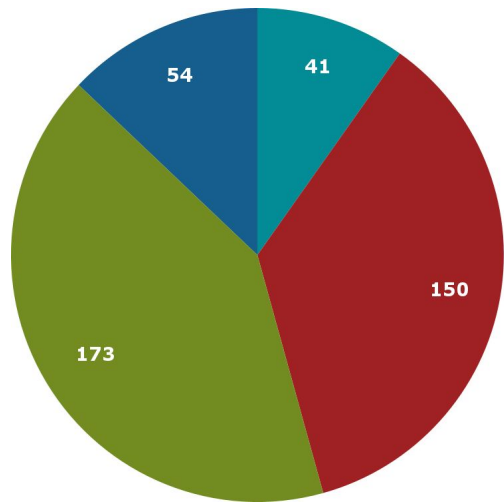Assess what tools we have and need in order to execute

CEMA Summit Experience Profiles™ *Data Review*

13

What inspires you to take action?

12.9%
Proven strategy backed by data

9.8%
The joy of leaping into the unknown

CEMA had 6.4% more responses for known pathways, and 13.2% less responses for the unknown.

*Compared to Industry sample audience.

41.4%
Knowing there's a path to something new

35.9%
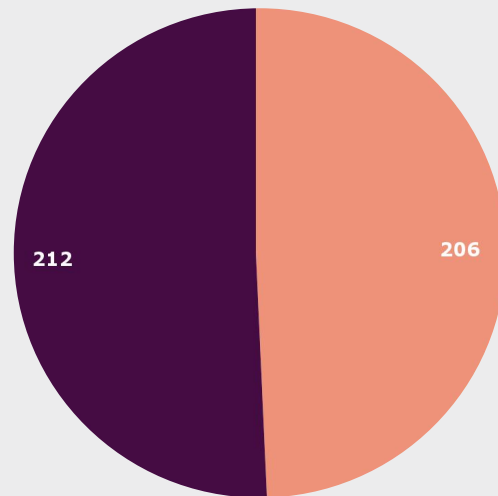Shared vision and coalition

---

Which of these two conversation scenarios would you find most rewarding?

14

50.7%
Experiencing spontaneity where organic ideas spark between participants

The CEMA audience had 18.3% more respondents for knowing ahead, and 18.3% less responses for spontaneity.

*Compared to Industry sample audience.

49.3%
Knowing the subject matter in advance so I can bring points of value.

CEMA Summit Experience Profiles™ *Data Review*

Thank You!
Questions?

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