

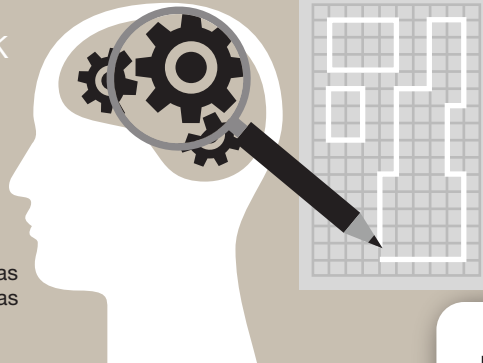
BEHAVIORAL SCIENCE:

How we act, interact and think

Understanding how the human brain reacts and processes information will help you shape and engineer better meeting experiences.

KEY INSIGHT:

Social connections are as important to attendees as food and water.



HEALTH & WELL-BEING:

Health & nutrition for mind + performance

Purposefully incorporating healthy nutrition, hydration, relaxation and mindfulness into events will help attendees recharge.

KEY INSIGHT:

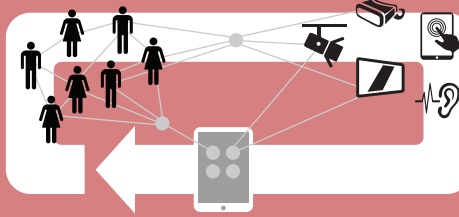
Offer more opportunities to power down – in order for attendees to power up.



TECHNOLOGY:

Turbo-charging ideas, creativity and connections

Leveraging technology to accelerate connections and trust is critical, enhancing communication while transforming the experience.



KEY INSIGHT:

Being relevant now means being purposefully and intelligently digital.

PURPOSEFUL MEETINGS

Plan with deeper meaning, innovation and insight in mind

Explore the five key elements of a meeting experience that impact human behavior to influence decision-making, create moments of meaning, and inspire creativity.

PSAV

Learn more at psav.com/research

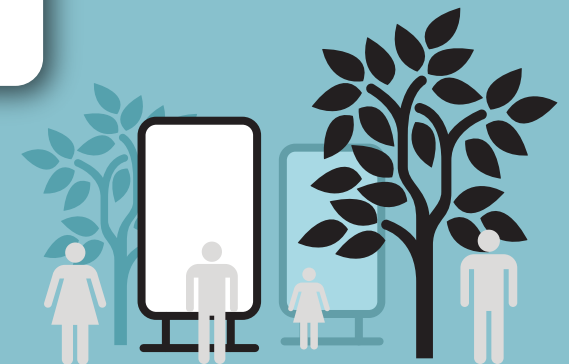
EVENT DESIGN:

Importance of “built” and natural environments

Thinking about how to use space to create moments that enhance attendee experience and focus on human peak performance... then start designing.

KEY INSIGHT:

Design program agendas that take into consideration the needs of attendees and how they interact with the content and one another.



SOCIAL RESPONSIBILITY:

Driving new levels of meaning and connection

Intentionally weaving positive action into meetings, providing new levels of meaning and connection for participants is the new norm.



KEY INSIGHT:

Partner with local communities to create deeper, more meaningful experiences.