

# Meeting Masters Academy Middle East 2023

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## Getting ahead of the curve...

There is no question that the Middle East is fast becoming a hub for International business. Meetings and events play a major role in supporting that growth. More than ever, human interaction and communication is key to driving strategic success across government and industry.

But just how impactful are the meetings and events that you organise or attend? What are the results? All too often, meetings are delivered in a traditional format and lack the ability to inspire, engage, motivate and educate attendees and therefore the outcome is low impact and wasted investment in time, money and energy.

**You can change that.**

The Meeting Masters Academy serves the entire spectrum of meetings in the Middle East, from large scale events and conferences to everyday meetings that take place within an organisation. Any professional whose output depends on productive meetings will benefit from joining our academy.



“We empower meetings through cutting edge design and facilitation to achieve high output and game-changing results”

At the Meeting Masters Academy, our team of meetings & event industry experts have a simple mission: To empower professionals across the Middle East to make their business outcomes consistently more impactful.

Our training is split into two key areas

1. **Meeting Design and Moderation** which is suitable for organisers of international meetings: conferences, conventions, seminars and workshops,
2. **Meeting Facilitation and MeetingBoost** which focusses on the improvement of everyday meetings that take place constantly, for consultation, information-sharing, coordination, project management, decision making etc.

We work with government organisations, industry associations and global companies, we train professionals to break the mold of generic meeting formats to enable quicker strategic success.



*“Do your meetings happen by default? Or by design?”*

# The Curriculum and Services

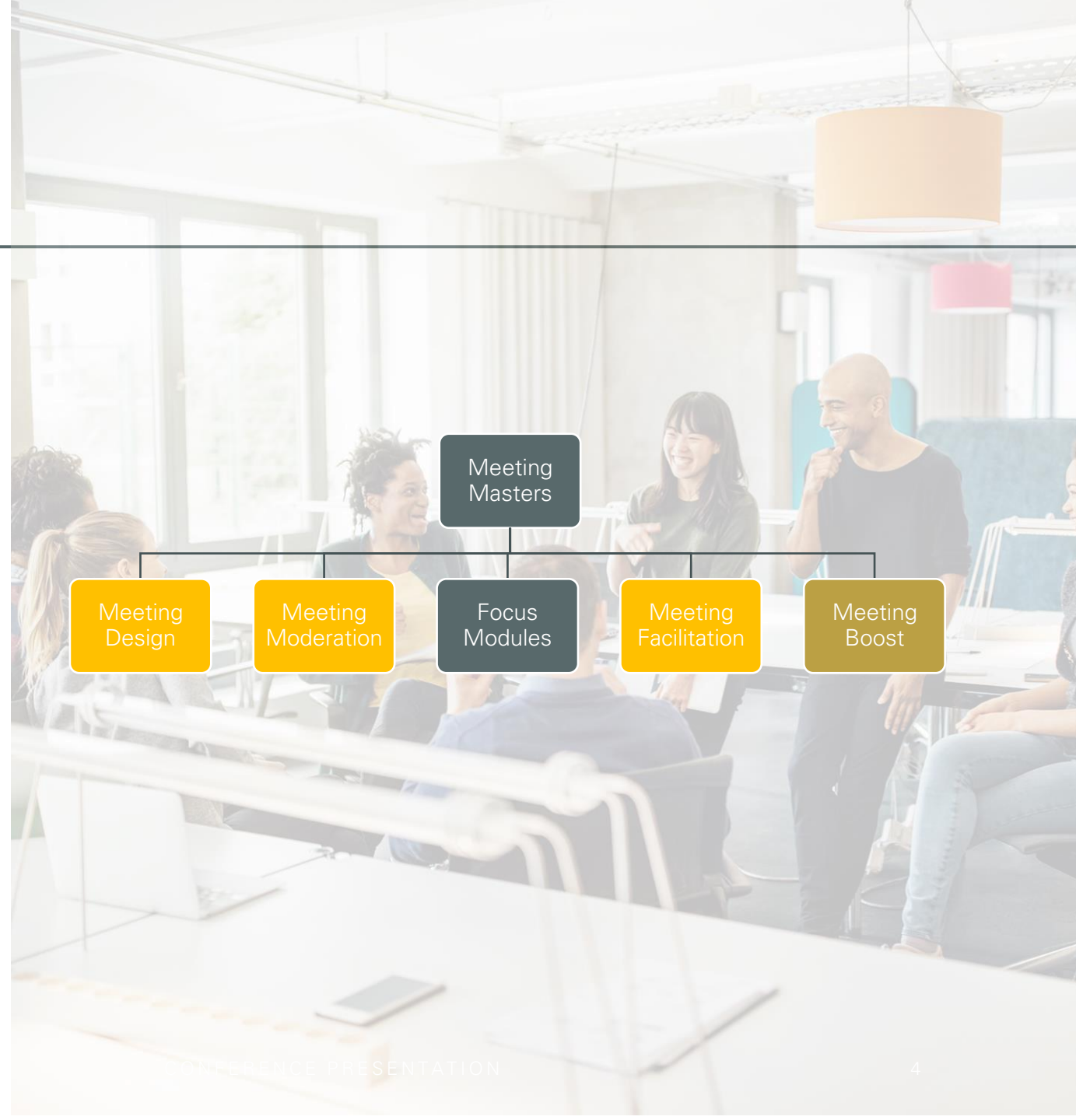
Our aim is to create Meeting Masters across the region. Graduating to Meeting Master status requires the undertaking of all 3 course streams: Meeting Design, Meeting Moderation and Meeting Facilitation. Completion of the entire curriculum requires study and attendance of our courses over 2 years.

Any professional can also participate in each individual course without enrolling as a Meetings Master.

MeetingBoost is a bespoke and consultative service that provides ambitious organisations with the opportunity to achieve systemic improvements to their meetings either as an entire company, a department or division.

Additionally, we offer bitesize services called Focus Modules which are designed to address a wide range of common areas of improvement within meetings practice.

We understand that training needs differ within every organisation and so we are completely flexible to your requirements and can tailor programmes to suit your needs.



# The Curriculum in detail: Meeting Design For Meetings & Events Professionals (MICE)

**Level 1:** Introduction and The Basics of Meeting Design: An Introduction To Meeting Design and what it achieves.

- Uncover the building blocks to use when designing meeting programmes. Learn how to add value to your meetings and events role as a meeting planner
- Learn the fundamentals of designing meeting programmes including how to make the meetings in your organization (or for your clients) more effective and efficient
- Create better meeting outcomes; - recognize the power of experiential formats; - use the meeting space; - gain insight into how people learn; - design exercises – work with the meeting owner; - solve typical meeting headaches, such as poor speakers
- 2 Days

**Level 2:** Advanced Meetings Design. Building blocks to form a strong programme

- Practical design techniques such as Content Flow and Experience Concept
- Content analysis - design meeting programmes by using your insight on how people learn
- How to engage participants and guide them to outcomes
- Discover where your ability to produce formats comes from
- Connect Meeting Owner objectives, participant expectations and content in the meeting programme
- 2 Days

**Level 3:** Strategic Meetings Design. Learn about meeting programmes and their function in the organizational context of change and growth.

- Design from a strategic perspective
- The ROI of meetings
- How to obtain sustainable behaviour change thanks to meetings
- Participant behaviour and neuropsychology
- Different levels of objectives in the mind of the Meeting Owner
- The role of meetings in the context of broad organizational change
- 2 Days



# Meeting Moderation Training

## For Meetings & Events Professionals with a specific focus on Moderation

### 2 Day Workshop

You will gain experience with techniques & tricks that will help you to bring participants get into real conversations with each other.

**Q&A** How to manage a room full of questions? How to make sure the content remains on target?

**Nightmares** Every moderator will encounter challenges. The unstoppable speaker, the silent crowd, the endless question, verbal aggression ... we will cover them all.

**Interviewing** No matter if you're interviewing one person, moderating a panel or engaging a large audience, the on-stage interview is a profession in itself.

**Stage Presence** How is your appearance on stage and which vibe do you give your audience? You want to feel confident and move smoothly through the room.

**MC-ing** How to write good announcements & introductions? You'll learn how to make content-driven choices, how to choose the right tone.

**Meeting design** What is your role in the event? How will you deploy interaction and your skills effectively?

**Panel Moderation** This is one of the most chosen and one of the most problematic types of conversation in meetings & events. We will teach you how to make it work and how to align content and energy.

**Gamification** More often, playful formats are chosen to present content. You will learn to find your inner show-host, when a quiz or awardshow needs to be presented.

There are many faces of a moderator you are Master of Ceremony, interviewer, (talk)show-host, debate-leader, meeting designer, quizmaster ... and so much more.

# Meeting Facilitation Training

## For all professionals seeking to improve day to day meetings

Acquiring facilitation skills means that you will lead meetings better. And better means: applying the three Es: Effectiveness, Efficiency and Energy. It tackles meetings from the basics to some of their most subtle processes. It addresses the gap there is between the way people would like to be able to run their meetings and how they are actually run in practice.

### **Meetings That Work – 1 Day Introduction to Meeting Facilitation**

- Introduces participants to the Three E's: Effectiveness, Efficiency and Energy
- Tackles core common issues in meetings
- Uncovers solutions in:
  - What facilitation contributes to the meeting
  - The 4 Ps of facilitation
  - Effective facilitation behaviours
  - Minimum of 5 facilitation techniques
  - The use of energisers
  - Preparing for the meeting

1 Day

### **Meetings That Work – 2 Days**

Includes the 1 Day Introduction course and additionally covers the following:

- Objectives and outcomes
- From agenda to programme
- Formats
- Non-verbal communications
- Managing difficult participants
- Use of voice
- Presence (especially on stage)

2 Days

# MeetingBoost™

For organisations that wish to achieve systemic improvements to their meetings either as an entire company, a department or division.

We can train individuals and teams, but if they work in an environment where everyone else continues to have default expectations of meetings, the impact of such trainings is significant but not as profound as tackling the entire organisation as a whole. And so, MeetingBoost measures the current effectiveness, efficiency and energy of existing meetings and then offers the organisation a whole range of interventions to improve the meeting culture. The final stage measures the improvements achieved after the MeetingBoost programme has been implemented.

MeetingBoost™ is a stepwise intervention, broadly consisting of:

- a. An initial ROME test (Return On Meeting Effort), to measure your current meeting effectiveness;
- b. a shift in meeting culture, generated by the organization's top leaders, facilitated by our interventions;
- c. tailor-made solutions based on experiments, because each organization is different;
- d. training in effective meeting management, both as a chairperson and as a participant;
- e. anchors to ensure sustainable gains;
- f. the second ROME test to measure the improvements

This training takes place over a period of time which is outlined following the initial assessment and by consultation with our team.

*"The "MeetingBoost" programme has given us revolutionary improvements in our internal meetings. Participants (40-50 senior managers) rated the Return on Investment for their efforts on "curing" our meetings between 20% and 70%. This programme stands out as the best HR investment in our organization of recent years."*

*Giorgio Treves, Head of HR and Member of the Board of Volkswagen Financial Services Milan, Italy*



# Focus Modules

Meeting Masters can choose modules to address specific topics, relevant for the organisation that employs and supports the Master. These modules focus on specific topics in the meeting practice. We call them Focus Modules.

## Assessment Strategic Meeting Portfolio

Duration	2 full days plus homework and one individual coaching session.
Challenge addressed	A Meeting Master needing to assess the quality of all strategic meetings in the organisation's portfolio.
Content	Maximizing the strategic impact of meetings that should make the difference.
Outcome	Assessment of the quality of the Portfolio of strategic meetings.
Level	Advanced

## Spicing up content

Duration	1 day.
Challenge addressed	Helping speakers to turn their content into a much more exciting experience for participants.
Content	Learn to use the "Hotness Matrix" which makes any content "hot" and spicy.
Outcome	Engaging content.
Level	All

## Co-Creating the story of your destination

Duration	2 days.
Challenge addressed	A destination wanting to convey a coherent story through all its local suppliers.
Content	Cultural analysis of the story and how it translates in actual features.
Outcome	Consistency in all communications.
Level	All

## The Message your Venue tells delegates

Duration	Half day.
Challenge addressed	A Meeting Master needs to see the implicit qualities of a venue and translate them in USPs.
Content	The Venue Message in the perception of delegates.
Outcome	Exponential improvement in USP communication.
Level	All

## The moderation and design of a Q&A with Asian delegates

Duration	Half day.
Challenge addressed	Involving Asian delegates in interaction can be successful in a combination of good design and skilful moderation.
Content	All tips and tricks that are useful.
Outcome	Perfect Q&A's with Asian delegates in terms of involvement, energy and quality of dialogue.
Level	Advanced

## The Experts

We proudly work with Eric de Groot and Mike van der Vijver, authors of *Into the Heart of Meetings*, published in 2013 and the newly published *Meetings, by Default or by Design*. Eric and Mike have one mission, to create meaningful meetings that drive positive change.

Before enrolling within our academy, we advise that you have an initial consultation with the team to uncover your needs and the needs of your organisation. Eric and Mike are on hand to understand where improvements can be made so that you can create impactful meetings and events that produce results long after the training is completed.





## Mike van der Vijver

Consultant, trainer and facilitator, working with people and processes

Mike has almost 25 years' experience in the meeting industry, initially as conference interpreter and subsequently as Meeting Designer through Mindmeeting, the company he co-founded. In addition, he is an executive consultant and coach on national and organisational culture. Mike regularly provides content at international conferences. Furthermore, Mike was also a former member of the board of the Italian Chapter of MPI, a former member of Itim, the Institute for Training in Intercultural Management and former Board member of Congrestolkensecretariaat (Conference Interpreters) of Amsterdam.

## About Mike & Eric



## Eric de Groot

One of the first Meeting Designers

His pioneering work started in 1992; now he caters to the national (Dutch) market in *De Wet van Thomas* and internationally in MindMeeting. Thanks to his background in drama he takes a broad, human perspective to meetings and meeting processes. Eric regularly conducts workshops and learning sessions for professionals in the meeting industry as well as in other educational contexts. Eric was also a former member of the MPI task force: "The Future of Meetings".





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It was fascinating to attend the Meeting Design Course, Level 1 in Dubai. The course was incredibly inspiring and eye-opening. It was very hands-on and practical, while providing a thorough introduction to meeting design. Eric de Groot is a fantastic course instructor. He ensured everyone was involved and engaged through-out the course, and he created an environment in which everyone was comfortable sharing insights and knowledge..

**Steen Jakobsen** Assistant Vice  
President of Dubai Tourism

# Who we work with







## Contact us

We specialise in working with government organisations, ministries, chambers of commerce, travel and trade associations and major global companies. We help them to achieve their strategic goals by ensuring every meetings matters.

If we can help your organisation. Please get in contact.

Tel: +44 7925 329 794

Victoria Young, Director

Meeting Masters Academy – Middle East