



**RADISSON**  
MEETINGS



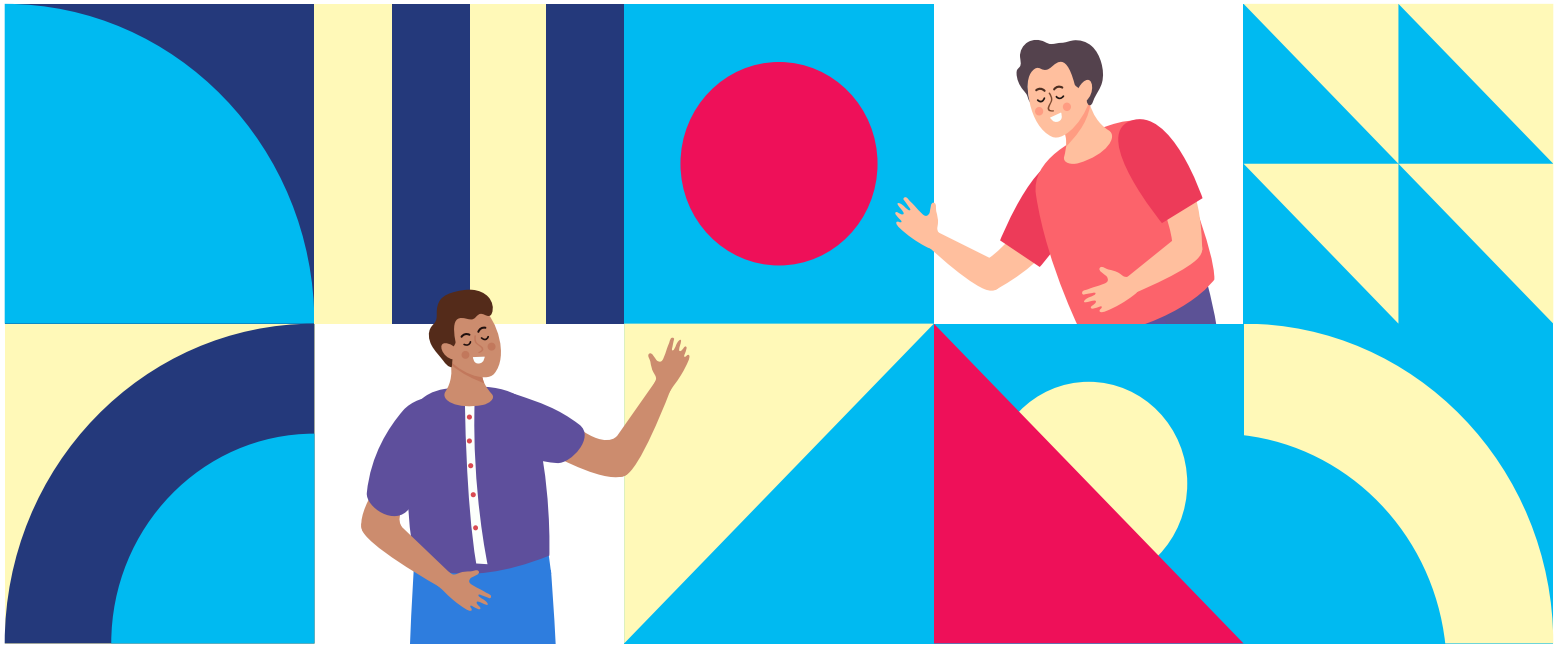
# MEETINGS UNBOUND:

A CATALOGUE OF INSPIRATION TO FUEL CREATIVITY FOR NEXT-ERA EVENTS

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DEVELOPED BY RADISSON HOTEL GROUP AND MEETING PROFESSIONALS INTERNATIONAL



# AS MEETING PROFESSIONALS

increasingly seek innovative ways to foster meaningful connections among people who share common interests, challenges and goals, they are questioning the impact of traditional formats that typically appear on educational and networking agendas.

What were once considered nontraditional formats are now common features at events from board retreats to educational and networking conferences. Fishbowls, micro-keynotes, world cafés and campfires have found their ways into the commonplace and common space, largely based on the idea that everyone has something valuable to offer and learn from others, and that the best way to exchange knowledge and exact meaningful change is through experiences and personal connections.

“In a crowded conference landscape, impressing your attendees is difficult,” according to Daniela Dumitrescu, Global Marketing Strategy Director for Radisson Hotel Group. “They expect to be fully immersed in the content and event design in return for taking the time and effort to attend an event. We need inspiration and creativity more than ever.”

Event planners need first-class support from their network. This means demanding more from venue providers

in terms of event advice, inspiration, flexibility, technological capability and relationship management.

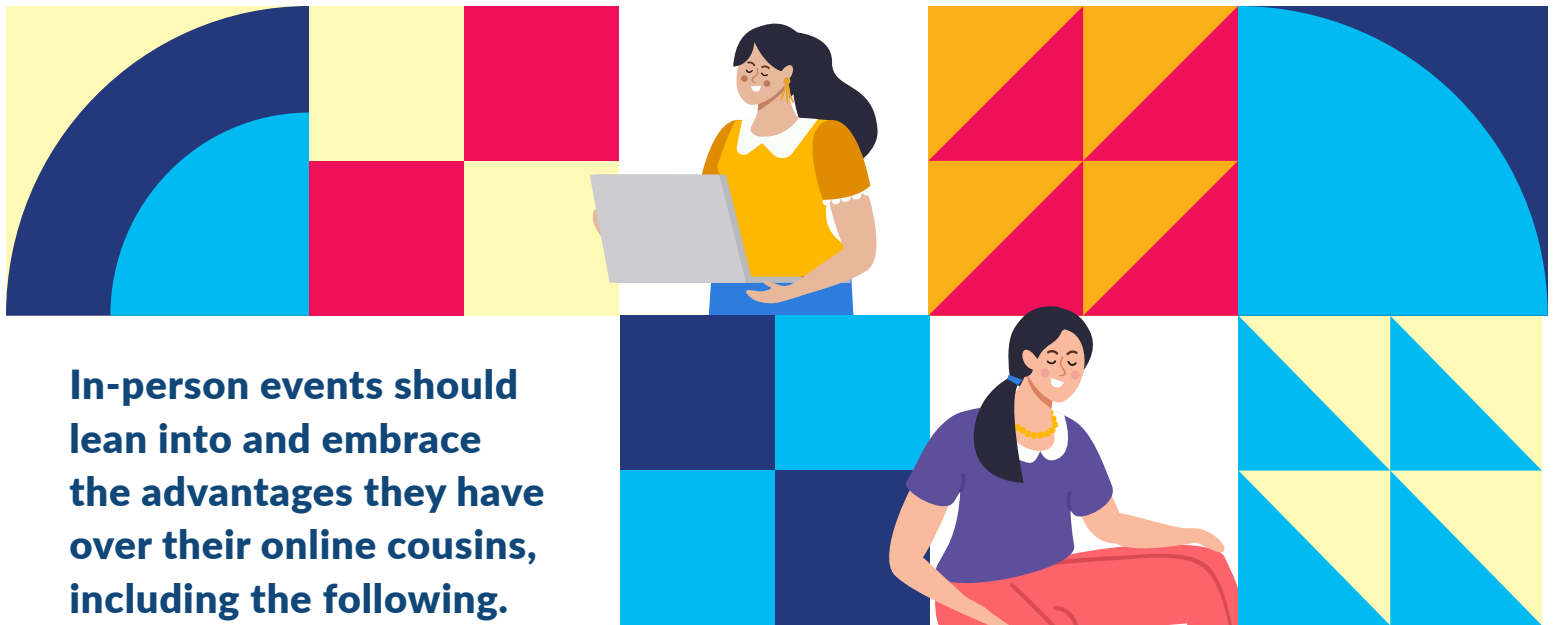
“At Radisson Meetings, we are committed to helping our customers and partners unlock the doors to new meeting possibilities,” Dumitrescu said. “At the heart of Radisson Hotel Group is our brand promise, Every Moment Matters. Our venues are a playground where ideas soar, connections deepen, and creativity blossoms. Every day, everywhere, every time, we work hard to create to bring your event vision to life and to deliver unforgettable experiences.”

The rise of virtual events post-pandemic has changed the value proposition of in-person events, such that they really

**Today, there are next-era formats that leading event professionals use to drive greater levels of engagement that are at once inclusive; introvert, extrovert and ambivert aware; and most importantly meaningful and valuable for all participants and stakeholders.**

should serve outcomes that cannot be reproduced in a virtual environment.

If the new value proposition for in-person events is to use engagement to solve problems, strengthen relationships, evolve thinking, apply learning and drive change, all in measurable and meaningful ways, then meeting professionals must use this proposition as the lens through which they design experiences.



**In-person events should lean into and embrace the advantages they have over their online cousins, including the following.**

**HIGHER RETENTION RATES:** People are more likely to show up and stay engaged when they commit to attend an event physically, rather than just clicking a link or joining a webinar. They also have fewer distractions and interruptions and can focus more on conversation, connection and content.

**RICHER SENSORY AND EMOTIONAL EXPERIENCES:** People can use all their senses to communicate and perceive non-verbal cues, such as body language, eye contact, facial expressions and tone. These cues convey emotions, intentions and feedback more accurately and effectively, and enhance empathy and understanding.

**GREATER OPPORTUNITIES FOR SERENDIPITY AND SPONTANEITY:** People meet new connections and discover new topics or perspectives by chance, rather than following a predefined agenda or algorithm. They can improvise and adapt to situations and mood and create more memorable and authentic interactions.

**STRONGER SENSE OF COMMUNITY AND BELONGING:** People feel more connected and supported when they share a physical space and a common purpose. They also establish more lasting and meaningful relationships and follow up with each other more often than with digital connections.

MPI in partnership with Radisson Hotels has developed “Meetings Unbound,” a catalogue of new formats from future-looking practitioners in event and experience design. Use the following meeting-prof tested and proven unique experiences as springboards for your own creative process.

## BEST OF THE BEST

### Infinity Room

**Group Size:** 20-25

**Engagement Level:** 10/10

**Source:** [Radisson Hotel Group](#)

The Infinity Room reimagines what is possible within the parameters of a traditional session space. Participants take a sensory journey that begins without light and sound and builds to an immersive experience of sight, sound, taste and smell, with accommodations for anyone who might need them. The arc is a quest that leads participants through a journey of collaboration and creation.



For Radisson, this meant a focus on its Meetings Unbound campaign, which focuses on the infinite possibilities of experiential design. Participants reimagine the future of events, ideate and curate an experience together and then use a custom AI (the Radisson Meetings Dream Machine) to generate images that represent their concepts—all while transitioning from the seamlessness of non-space into an entirely sensory experience.

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# TEAM ENGAGEMENT

**In-person events and experiences are essential for building teamwork and camaraderie. They have the unique ability to facilitate bonding, enhance communication, build trust, promote collaboration, strengthen team dynamics, reinforce organizational culture, boost morale and engagement and foster innovation. Sharing physical space allows for informal conversations and communications that build trust, an essential element of effective teamwork. Spending time together in person allows team members to observe each other’s behavior, work ethic and commitment and leads to stronger confidence in one another.**

Brainstorming sessions, group discussions and engaging activities are more dynamic and productive when team members can be face-to-face, bouncing ideas off each other and building on each other’s contributions. Team members experience firsthand company culture, vision and mission, aligning their behaviors and actions with broader organizational goals and leading to higher job satisfaction and commitment to their teams and organization.

Here are some unique ways the experts are designing events that drive team engagement.

## **Around the Table™**

**Group Size:** 10-100

**Engagement Level:** 8/10

**Source:** [Innosensi](#)

Harness the power of communal eating to break down hierarchies and even facilitate difficult conversations. Gastro experiences engage all the senses. Arazi hosts “Root to Flower” meals that reduce waste and promote plant-based eating. These functions are hosted in the dark or with blindfolds. A barbecue theme might include the smells and

even visuals (VR headsets) of a meat-intensive meal, only for participants to be surprised to learn their entrees were comprised of leeks. Her “Sensing the Future” dinner sessions include the practical application of leadership skills like negotiation, critical thinking, creativity and empathy. “Sitting around a table with food equalizes everyone,” she says. “Food is the catalyst for change.”

## **Artshops**

**Group Size:** 10-100

**Engagement Level:** 10/10

**Source:** [Innosensi & Foundation for Hospital Art](#)

Bring out the paints (and the Visqueen). Art isn’t just good for the soul, it’s good for business. Kim Arazi of Innosensi hosts deep-art experiences wherein participants paint, draw or color based on professional or personal prompts. Participants create art and share it with their peers followed by facilitated discussions based on the prompt and the outcomes. Consider asking them to draw your organization’s future, your customer’s journey, a new product or service or a positive outcome. Address challenges among leadership teams with art as the emotional release and creative expression. Arazi will often have one person start a painting and another finish it and compare the two, prompting conversations about shared or divergent vision and communication.

Artshops don’t have to be formal. The Foundation for Hospital Art hosts PainFest® events that can be done in ballrooms (formal) or hallways (informal). The paint-by-numbers concept enables anyone to participate, and the artwork is donated to local hospitals to make them more inviting places for healing. Meanwhile, art serves as a versatile networking tool that promotes creativity, communication and understanding while creating memorable experiences and fostering meaningful connections among participants.

## Buildshops

**Group Size:** 25-500+

**Engagement Level:** 9/10

**Source:** [2 Guys Doing Good](#)

This is not your memaws build-a-bike. Participants can build pretty much anything (from rocking horses to ukuleles to dog houses) for any cause without leaving the host venue. Steven G. Foster, CMP, and Rowan Pickering call it team giving (versus team building), but whatever you decide to call it, the ultimate goal is leaving a positive social footprint while at the same time fostering engagement—which fundamentally builds from shared values. Finding the bridge between core company values and those of staff and leaders creates a more connected, loyal and harmonious team of individual players all working for common good. According to Foster and Pickering, buildshops should help participants identify the impact of goodness on their organization’s growth and business strategy, help organizations improve employee effort and impact and help activate a “goodness” culture that has sustainable and transferrable reach and scope.



## Playground

**Group Size:** 25-200

**Engagement Level:** 9/10

**Source:** [Play with a Purpose & 100 League Game](#)

Play is critical for adult learning due to its ability to foster engagement, creativity and collaboration, ultimately enhancing the effectiveness and enjoyment of the learning process. Play provides adults with opportunities for hands-on, experiential learning, allowing them to apply theoretical knowledge in practical contexts and gain valuable insights through direct experience. There are thousands of ways to incorporate games into experiences, and not just with typical “gamification” like scavenger hunts and bingo cards (with the usual ploy to boost exhibit leads). Sharon Fisher at Play with a Purpose has created dozens of games (virtual mountain climbing, wine making, tabletop escape rooms and cardboard boating). There’s no limit to the games that organizations

can host. Her “Corporate Game of Life” (based on the Milton Brandley fan favorite) is LIFE-sized. Teams become families and families face challenges as they maneuver around the board crammed into a hand-built car. It takes good decision making, problem solving, sacrifices and comradery to make it through each stage, allowing for an experience that leads participants to the event’s purpose.

Brent Bushnell of Two Bit Circus hosts the [100 League Game](#), an interactive, partially digital, frequently physical, totally customizable, live and in-person, IRL game show experience. It’s a combination of Jeopardy, Bingo, Family Feud, Fear Factor and more. Participants in the audience and onstage play a wide array of exciting challenges. But games don’t have to be complex, they just need to be strategic. Whether you use a company that specializes in play or decide to DIY, align the game to your event goals and design an experience that is entirely participatory and delivers on meaning and value to everyone.

## The Learning Playlist

**Group Size:** 25-200

**Engagement Level:** 7/10

**Source:** [MPI Academy](#)

Playlists are no longer relegated to Spotify and YouTube. Crowdsource and curate a dynamic and diverse collection of educational resources with participants contributing their favorite videos, podcasts, articles, blogs and other online resources, creating a curated repository of valuable content that benefits your entire community—and lives long after the conclusion of the in-person experience. Utilizing a collaborative platform such as Jamboard, Mural or Trello, participants contribute their favorite educational resources to your playlist based on specific categories or topics, ensuring a wide range of perspectives. Meanwhile, facilitators monitor the entries, remove duplicates and organize resources. When the playlist is complete, participants engage in conversations, ask questions, share insights and suggest additional content. After the experience, organizations can promote the playlist as a resource for their communities by sharing it on social media, in newsletters or during other events.

## Reverse Panel

**Group Size:** 50-200

**Engagement Level:** 8/10

**Source:** [MPI Academy](#)

Flip the traditional dynamic of panel discussions by placing the audience in the spotlight. Instead of experts solely sharing their knowledge, have them engage the audience by posing thought-provoking questions. This format fosters interactive dialogue and helps diverse perspectives emerge from the audience. Expert panelists act as facilitators, guiding the



conversation based on the responses and insights provided by the audience. This innovative approach promotes active participation, democratizes knowledge sharing and creates a collaborative learning environment where everyone's voice is valued. Ultimately, Reverse Panels transform passive spectators into active contributors, enriching the collective wisdom of the group. For smaller groups, the audience can interact directly with the expert panels in a few-on-few experience. For larger audiences, have groups answer the panelists' questions and report their findings out.

## Silent Disco

**Group Size:** 50-350

**Engagement:** 10/10

**Source:** [Be You Disco](#)

Dive into a world of vibrant music and spontaneous dance, all without saying a word! Silent Discos allow individuals to choose their own soundtracks. The novelty? A shared experience that naturally breaks the ice and creates a more relaxed atmosphere compared to traditional networking events. The inability to speak directly encourages participants to use non-verbal cues like smiles, gestures and dance moves, which can lead to more authentic and open communication. Try themed music channels, allowing participants to identify and connect with others who share similar interests through the chosen channel. Include dedicated networking time facilitated by professionals who can guide participants through icebreakers, conversation starters or even speed-networking rounds while wearing their headphones.

Be You Disco offers a Dance Team Building Journey that brings people together through dance, music and mindfulness during which a professional life coach guides teams on journeys toward greater authenticity and belonging. It can be a team-building experience or a wellness break, says founder Carolina Panoff, to shake up the energy a little bit.



## Song Slam™

**Group Size:** 25-1,000

**Engagement Level:** 10/10

**Source:** [SongDivision](#)

Nothing unites people like a little healthy musical competition! "Battle of the Bands" experiences like the ones from SongDivision help teams work better together, get to know one another and have fun along the way. Split teams into groups to create original songs based on custom prompts. Be strategic and incorporate company culture, ethos, mission, vision, customer personas, goals and objectives, long-term KPIs or other critical components. Encourage teams to pick different genres, tones and themes and create band names. Once written and rehearsed, groups perform for each other and vote for their favorites. Tie in an Award Show theme, and hand out trophies for Best Song, Best Group or Best Performance. No musical experience is required, and if you bring in the pros, you can even have top session musicians who've worked with the biggest acts on the planet.





# PROBLEM SOLVING

Face-to-face interactions foster deep connections and trust among participants, enabling authentic and meaningful communication and providing a conducive environment for brainstorming, collaboration and ideation. The energy and synergy that arise from being in the same physical space inspire creativity and innovation, leading to more effective problem-solving outcomes. Additionally, spontaneous interactions and informal networking opportunities during in-person events often lead to unexpected discoveries and solutions that may not occur in a virtual setting.

The immersive nature of in-person events allows participants to engage with tangible resources, demonstrations and interactive experiences that stimulate active learning and problem-solving. The more engaging the experience and format, the more likely participants are to gain practical insights and skills that directly address their business challenges.

In-person events provide a platform for diverse perspectives and expertise to converge, fostering interdisciplinary collaboration and holistic problem-solving approaches. By engaging with a diverse range of

stakeholders, including industry peers, thought leaders and subject matter experts from robust demo- and psychographics, businesses can gain fresh insights, alternative viewpoints and innovative solutions that may not have been apparent within their organizational silos.

Following are some unique experiences that promote problem-solving at events.

## EduLab

**Group Size:** 50-200

**Engagement Level:** 8/10

**Source:** [MPI Academy](#)

An EduLab combines unique formats into a day(s)-long experience. During each concurrent session time, host a unique format or facilitated discussion. Past EduLabs have included such sessions as a Space Race (during which participants design their education room layout and décor), Spectrogram Panels (wherein people identify their expertise and sit for impromptu Q&As), Story Slams (like for poetry, but with industry-relevant learnings) and Dotmocracies (vote for discussion topics using stickers). The experience formats are important, but not as important as giving people variety in the learning environment and the opportunity to engage in different ways. People engage in hands-on activities, interactive exercises and practical simulations designed to deepen their understanding of key concepts and enhance their skills. These sessions provide a dynamic environment for learning, networking and problem-solving, all at once. By blending traditional education with experiential learning techniques, EduLab sessions empower attendees to apply new knowledge immediately and address real-world challenges in their professional roles. With a focus on active participation and practical outcomes, EduLabs deliver high-impact learning experiences that can help people solve real-world problems.



## Pop-Up Debate

**Group Size:** 50-200

**Engagement Level:** 9/10

**Source:** [MPI Academy](#) (with inspiration from [Debatable](#))

This dynamic and spontaneous event brings people together to engage in lively discussions on a variety of topics. Unlike traditional debates, pop-up debates are informal, impromptu and designed to encourage participation from all attendees. Begin with the selection of crowdsourced topic(s), divide participants into teams and assign positions (pro/con). Adding secret constraints can make this more fun and less business (blame your opponent for everything, make up clearly untrue facts, yell at your audience). Each team is given a brief amount of time to prepare arguments, which could involve brainstorming key points, conducting quick research or drawing from personal experiences and opinions. The debate unfolds, with each team taking turns presenting their arguments, rebuttals and counterarguments. A facilitator guides the discussion and enforces time limits. Everyone votes on the winning team based on the strength of their arguments (or entertainment value, depending on your purpose).

## Solution Room<sup>SM</sup>

**Group Size:** 25-1,000+

**Engagement Level:** 10/10

**Source:** [Solution Room](#)

Deliver actionable learning at the end of an event with 90 minutes of deep focus during which participants are brought out of their comfort zones and guaranteed to activate new knowledge. The experience begins with introspection followed by a human spectrogram in which participants stand in a line across the space based on their level of expertise on a topic. Next, small groups of seven peers take turns consulting one another on a business or professional problem that requires the power of peers to solve. The spectrogram serves to break down barriers and the consultation becomes an intense social experience with actionable outcomes for all participants. This format is available via Creative Commons for anyone to use.

## Spontaneous Think Tank<sup>TM</sup>

**Group Size:** 50-200

**Engagement Level:** 10/10

**Source:** [The Community Factory](#)

The approach is simple yet effective: Arm participants with sticky notes and Sharpies and ask them to contribute to a “Wall of Woes.” Participants jot down challenges, with each sticky representing a unique hurdle in their business

journey, according to Liz Lathan, CMP, and Nicole Osibodu of The Community Factory. Anyone who has conquered a particular challenge attaches their name to a note, becoming a potential facilitator for an ensuing session. Simultaneously, participants share their own successes by contributing additional sticky notes, offering expertise to those grappling with similar issues. The sticky notes become the agenda and participants lead the conversations. This experience sparks authentic connections and provides a therapeutic (safe) space for business problem-solving. Meanwhile, participants forge connections that extend beyond the event, address real challenges and provide actionable insights.



## Walkshops<sup>TM</sup>

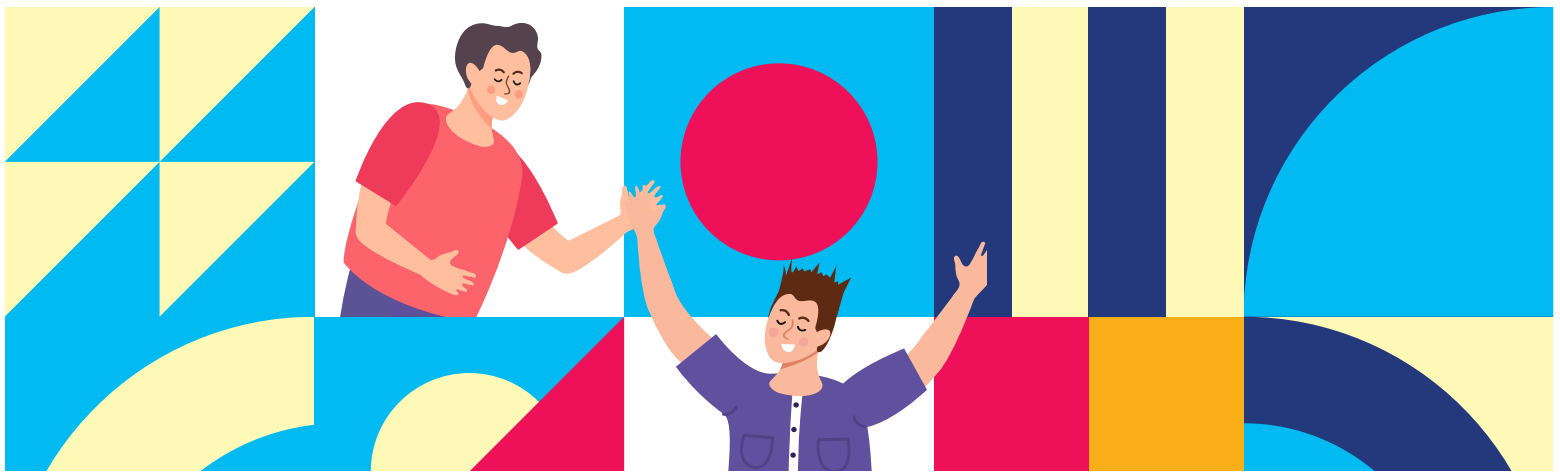
**Group Size:** 5-50

**Engagement Level:** 8/10

**Source:** [Street Wisdom](#)

These unique and experiential learning events combine elements of mindfulness, exploration and personal reflection. During a walkshop, participants are guided through urban environments, often city streets or neighborhoods, with the intention of gaining fresh insights and clarity on personal or professional challenges. The concept harnesses the wisdom of the streets and encourages people to slow down, observe their surroundings and tap into their innate creativity and intuition. Participants engage in a series of structured exercises designed to stimulate curiosity, heighten awareness and unlock new perspectives. These exercises may involve observing the environment with a specific question or intention in mind, engaging with strangers for impromptu conversations or simply being present and mindful of sensory experiences. The walkshop typically concludes with a reflective session where participants share their insights, discoveries and learnings. This collaborative exchange leads to deeper insights and connections among participants, as they gain fresh perspectives on their challenges and discover new possibilities for action.





# EXPERIENTIAL LEARNING

**Experiential learning offers a dynamic and immersive approach to education that surpasses traditional lectures by allowing participants to directly contribute to hands-on activities, simulations and real-world experiences. Active engagement promotes deeper understanding, retention and application of knowledge compared to passive listening.**

Experiential learning also caters to diverse learning styles and preferences, accommodating visual, auditory, kinesthetic and tactile learners. By providing multiple sensory inputs and interactive opportunities, experiential learning enhances comprehension and knowledge transfer for a wider range of participants. It promotes collaboration and teamwork as participants work together to achieve common goals, solve challenges and navigate group dynamics. This collaborative approach mirrors real-world scenarios and prepares learners for effective collaboration in professional settings.

Herein, find examples of experiential learning experiences for your meetings and events.

## Choose Your Adventure

**Group Size:** 25-500

**Engagement Level:** 7/10

**Source:** [techsyntalk & MPI Academy & Storycraft Lab](#)

Participant involvement is critical when a (fake) crisis needs to be averted! Design an experience where the participants choose what happens next. MPI Academy's "It's an Emergency" presents an event case study during which everything that can go wrong, does. Based on the popular '80s-'90s book series, participants must vote on, and make choices about, what to do next and those choices have

consequences in the game.

For Liz Caruso at techsyntalk Choose Your Adventure refers to measures that help participants create experiences that best first their needs and personalities. "By leveraging different formats and content types, attendees can pick and choose the experience that suits their needs," she says. "We've used the Experience Profiles by Storycraft Lab to help attendees understand how they best like to learn. We sort the agenda by experience type. It's not just about titles of sessions, but timing, format, support for different neurotypes and more."

## Edible Narratives

**Group Size:** 25-200

**Engagement Level:** 6/10

**Source:** [C2](#)

In these immersive events that transcend the ordinary, participants are treated to an experience that goes beyond mere food and beverage indulgence. Each dish becomes a captivating story, engaging all the senses in a celebration of local culture. Meaningful connections between participants are fostered as a tapestry of shared narratives is woven. These events seamlessly unite gastronomy, masterful experience design and community engagement, showcasing the craftsmanship of local food artisans and ensuring an unforgettable and enchanting experience for all. What do they look like? Eating Voices is an augmented eating experience designed by Nicolas Fonseca and Daily tous les jours that deepens participants' relationship with food and the people around them. Food Orchestra is a collaboration among Nicolas Fonseca, Pierre Thirion and Émilie Baltz who invite participants to create a musical composition while eating, using sensors and electronic devices.

## Emotional Tour™

**Group Size:** 25-50

**Engagement Level:** 9/10

**Source:** [Lori Bonn Gallagher](#)

Our emotions are meant to “move” us. Lori Bonn Gallagher guides participants through a somatic experience that liberates pent-up emotions and soothes the nervous system, empowering people to step confidently into their authentic, fully expressed selves. Liz Caruso of techsyntalk participated in an Emotional Tour where she and other participants practiced multiple sensations—from anger to joy—in an immersive experience of lights and music. The purpose: To help participants understand their feelings, the impact of those feelings and how that impact reflects in their personal and professional lives.

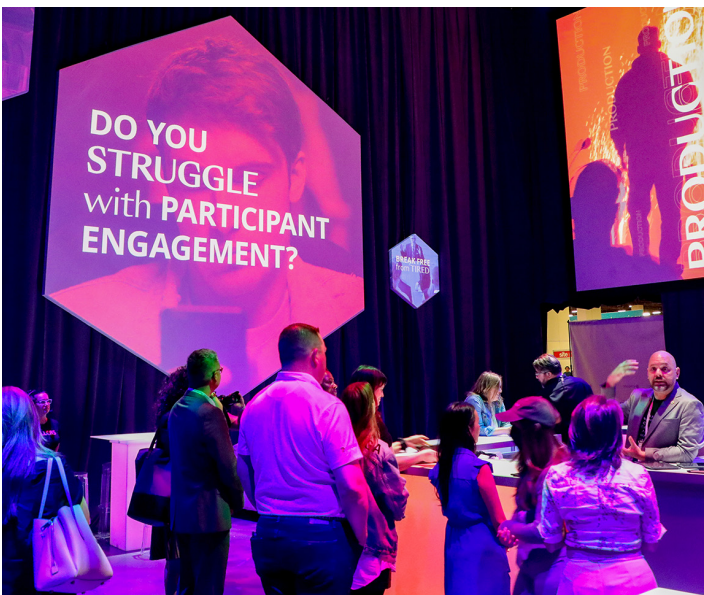
## ThinkEasy

**Group Size:** 10-50

**Engagement level:** 9/10

**Source:** [Encore](#)

Crafting environs that welcome intrigue and conversation are a surefire way to drive engagement. Just as speakeasys elicit a sense of exclusivity and FOMO and facilitate easy conversation, a ThinkEasy pulls together those components to get participants excited about coming together for meaningful conversations on topics of the day. Low lighting, a champagne bar and interactive thought starters around the space support the feeling that this is a place to let inhibitions go and dig deeper with industry colleagues. Program the space with thought leaders from the main stage, or let influencers and industry leaders and practitioners mix and mingle in organic ways.



## Unkeynote

**Group Size:** 25-1,000+

**Engagement Level:** 6/10

**Source:** [MPI Academy](#) & [SITE](#)

An unkeynote involves all participants in an interactive experience that puts the spotlight on diverse voices, perspectives and ideas. The unkeynote isn't about the speakers, it's about the participants' journey, offering unique insights, stories and expertise. Rather than a one-way presentation, unkeynotes encourage dialogue and debate. Participants can ask questions, share insights and engage in meaningful discussions with speakers and fellow participants, creating a dynamic exchange of ideas and perspectives. There are no wrong ways to unkeynote. MPI offered an unkeynote at IMEX that comprised a series of games and activities all designed to show why and how engaging and unique formats deliver deeper learning. Delegates learned from the concepts and by participating in them.

At a recent conference, SITE Global transformed its stage into a pub, and the speakers shared their stories from the bar. According to show designer Tahira Endean, the success came from involving new and diverse voices, such as young students and first-timers alongside industry luminaries and leaders. These kinds of anti-general sessions create the space for diverse voices, empathy and belonging.



# NETWORK-BUILDING

In-person meetings can help establish and build personal and professional relationships if they are first designed to foster connections and meaningful interactions. The energy and excitement of live events create a dynamic atmosphere that encourages individuals to step out of their comfort zones, initiate conversations and forge new connections. Properly delivered, meetings create environments for open and honest dialogue. They offer a level of intimacy and exclusivity that cannot be replicated in virtual settings, as attendees have the opportunity to engage in private discussions, seek mentorship and form deeper connections with speakers, experts, peers and industry leaders.

Here, participants expand their professional circles, exchange ideas and discover new opportunities for collaboration and career advancement. Whether it's connecting with potential clients, partners or mentors, face-to-face interactions foster trust and rapport, paving the way for mutually beneficial relationships to flourish.

Following find unique experiences and formats that help deliver networking building at events.

## Braindate™

**Group Size:** 100-1,000+

**Engagement Level:** 10/10

**Source:** [Braindate](#)

Braindate by e180 creates an environment of peer-to-peer learning, enabling participants to exchange knowledge, gain fresh perspectives and build meaningful connections with each other. Before and during the experience, participants post to a “topic market” to host 1:1 or small group discussions. People with similar interests and challenges sign up for the meetings. The Braindate platform becomes a hub of conversations that reflect the varied concerns of

an often-diverse participant base. Onsite, participants meet in a Braindate Lounge for their scheduled conversations, empowering them to take ownership of their learning journey by facilitating self-directed experiences. Participants have the autonomy to choose whom they connect with, what topics they want to explore and how they approach their learning goals.



## Business Therapy

**Group Size:** 50-150

**Engagement Level:** 8/10

**Source:** [Streamline Social](#)

Megan Garmers and Daniel Doyle of Streamline Social call it “Business Therapy,” which can produce crowd-sourced solutions or true connections (or both, TBF). For peer problem-solving, they break participants into small groups to discuss challenges. Then, each group reports out to their peers to discuss solutions. Many participants are surprised that other people are struggling with the same things, and they find comfort and support as well as solutions from this layered discussion.

For true connections, small groups receive directions on connecting via social media as well as conversation topics and questions. The larger group then discusses themes and personal and professional integrations for balance. Subgroups emerge, and participants note topics and peers with whom they want to later connect. The “therapy” allows for personal and professional support, deeper discussions and lasting solutions and connections.

## Unconference 2.0

**Group Size:** 50-100

**Engagement Level:** 10/10

**Source:** [Haute & Mystery Trip](#)

For the Haute Dokimazo Secret Family Reunion, registered participants showed up at JFK International Airport ready for worldwide travel without knowing the agenda, guest list or even the destination(s). There were games and networking on the chartered plane and one-of-a-kind teambuilding (such as truffle hunting in Italy) on the ground. For education, participants offered up their expertise, volunteered to share knowledge and voted on which topics to advance. They co-created the agenda together, in real time. “Not one business card was exchanged. No one’s title or company was listed on their nametag,” said global event leader Kristi Sanders, CMM, CMP—a participant in the event. “There was no division between supplier or planner, CEO or coordinator. We were all peers and influencers.”

“Keeping everyone in the dark isn’t merely a gimmick; it’s a deliberate catalyst for fostering authentic interactions,” according to Dave Green, the chief mysterious officer at Mystery Trip, which also keeps the diary secret. “By withholding the itinerary until the moment of experience, individuals let go of expectations and embrace the journey. This shared sense of anticipation cultivates organic bonds

and paves the way for stronger, longer-lasting connections.”

## Wing(wo)men

**Group Size:** 25-1,000+

**Engagement Level:** 7/10

**Source:** [The Community Factory](#)

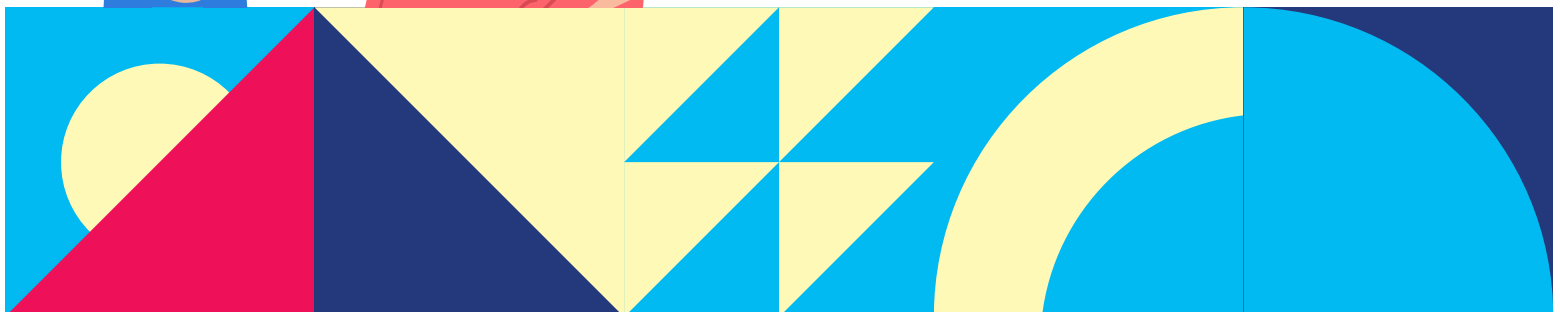
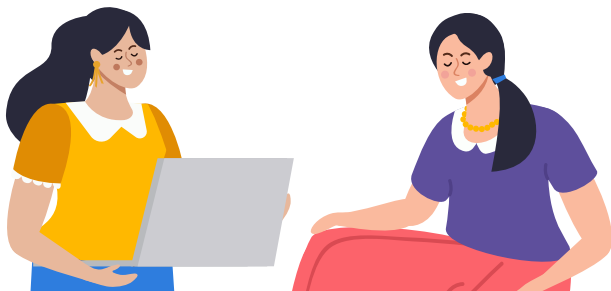
Who hasn’t been to an event where they have felt lonely or isolated? The worst is when you are new to a community of people who all seem to know each other and already have rapport. After experiencing this feeling herself at a conference, Liz Lathan, CMP, of The Community Factory decided finding and making connections shouldn’t be the sole responsibility of participants. Organizers should design networking experiences that make connections easy for people who are first-timers, introverts or shy/nervous. She enlists board and committee members, executive leaders and volunteers to actively seek out solo attendees and introduce them into group discussions and to connected individuals. The Wing(wo)men repeat this until everyone who wants to actively engage is.

## TAKEAWAYS

Meeting professionals are more likely to achieve participant and stakeholder goals if they design and deliver experiences that foster active participation, stimulate creativity and leave lasting impact. By incorporating interactive workshops, hands-on activities and immersive experiences, organizers can create deep engagement, increased knowledge retention and a more memorable event.

Innovative experiences create opportunities for networking, collaboration and knowledge sharing among attendees, fostering a sense of community and connection that extends beyond the event itself. Embracing diverse formats also allows event professionals to showcase their creativity, differentiate their events from competitors and create unique and compelling experiences that keep participants coming back year after year.

Use the formats and experiences herein as starter kits for creativity in designing events that are meaningful and matter for participants, clients, stakeholders and your business. ■





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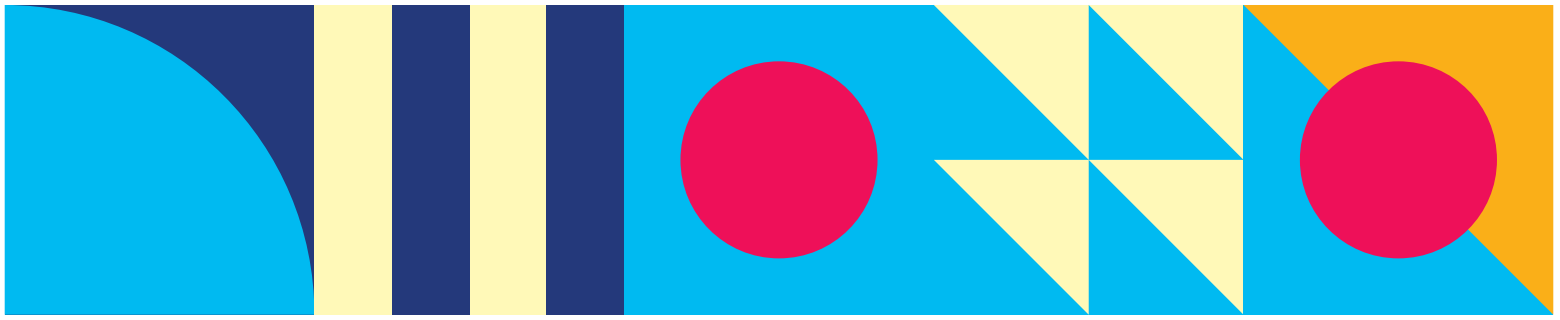
# Meetings Unbound

Gatherings as boundless  
as your ideas

Unlock the doors to new meeting possibilities with Radisson Meetings. We're creators of awe. Our venues are your playground to bring your event story to life through memorable experiences.

Our event spaces are designed to propel us beyond our comfort zone, into a real space of innovation, where ideas soar, connections deepen, and creativity blossoms.

Discover our venues  
[radissonhotels.com/meetings](https://radissonhotels.com/meetings)



Meeting Professionals International (MPI) is the largest meeting and event industry association worldwide. The organization provides innovative and relevant education, networking opportunities and business exchanges, and acts as a prominent voice for the promotion and growth of the industry. MPI has a global community of 60,000 meeting and event professionals including nearly 13,000 engaged members. It has nearly 70 chapters, clubs and members in more than 75 countries worldwide. “When we meet, we change the world.” For more information, visit [MPI.org](https://www.mpi.org).



Radisson Hotel Group is an international hotel group, operating in EMEA and APAC with over 1,320 hotels in operation and under development in +95 countries. The international hotel group is rapidly expanding with a plan to significantly grow the portfolio. The Group’s overarching brand promise is Every Moment Matters with a signature Yes I Can! service ethos.

The Radisson family of brands portfolio includes Radisson Collection, art’otel, Radisson Blu, Radisson, Radisson RED, Radisson Individuals, Park Plaza, Park Inn by Radisson, Country Inn & Suites by Radisson, and prizeotel brought together under one commercial umbrella brand Radisson Hotels.

[Radisson Rewards](#) is Radisson Hotel Group’s loyalty program, which delivers an elevated experience that makes Every Moment Matter. As the most streamlined program in the sector, members enjoy exceptional advantages and can access their benefits from day one across a wide range of hotels in Europe, Middle East, Africa, and Asia Pacific.

[Radisson Meetings](#) provides tailored solutions for any event or meeting, including hybrid solutions placing guests and their needs at the heart of its offer. Radisson Meetings is built around three strong service commitments: Personal, Professional and Memorable, while delivering on the brilliant basics and being uniquely 100% Carbon Neutral.

At Radisson Hotel Group, [we care for people, communities and planet](#) and aim to be Net Zero by 2050 based on the approved near-term Science Based Targets. With unique solutions such as 100% carbon neutral Radisson Meetings, we make sustainable hotel stays easy. To facilitate sustainable travel choices, all our hotels are becoming verified on Hotel Sustainability Basics.

The health and safety of guests and team members remain a top priority for Radisson Hotel Group. All properties across the Group’s portfolio are subject to health and safety requirements, ensuring we always care for our guests and team members.

For more information, visit our [corporate website](#). Or connect with Radisson Hotels on [LinkedIn](#) | [Instagram](#) | [Twitter](#) | [Facebook](#) | [YouTube](#).

## ABOUT JESSIE STATES

Jessie States, CMP, CMM, is the Vice President of the MPI Academy for Meeting Professionals International, where she leads and advances MPI’s professional development strategy, developing and managing MPI’s portfolio of education including live and digital events, knowledge experiences, professional certificate programs and educational partnerships. Jessie earned the 2018 Pacesetter Award from the Events Industry Council and the 2023 IACC Award of Excellence. She has also earned spots on the lists of 25 Most Influential People in Meetings and Events (Successful Meetings magazine) and Trendsetters (Meetings Today magazine).