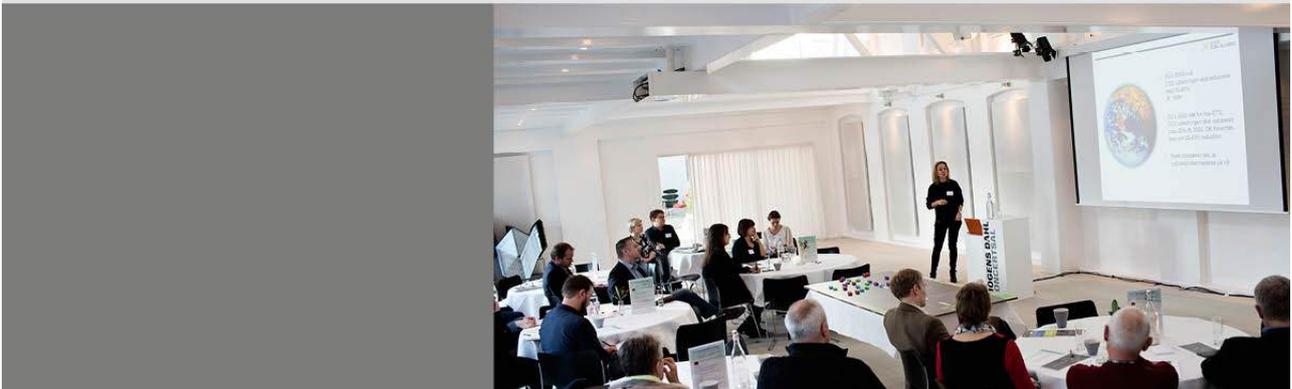


JULY X SIXTEEN



Develop meetings into a tool for behavioural change

2016 has proved an interesting year, and so far it has brought exciting projects, fruitful collaborations and award nominations with great cases. We have come even further in creating a framework where meetings and conferences can flourish in the accumulated internal communication efforts.

Organisations' extensive focus on ROI has challenged the concept of meetings and conferences in terms of the direct outcome - the outcome being changed behaviour. Is it in fact possible to measure ROI on meetings and conferences?



REFLECTIONS: *When talk results in changed behaviour*

Changed behaviour is the holy grail of objectives, but changed behaviour as the result of meetings prove difficult to measure, due to clutter and noise from other internal initiatives. Then, why bother throwing a meeting and spend the employees' valuable time, which could have been spent on measurable activities?

With it's possibilities of indulging a large crowd in the organisation's agenda and obtain instant feedback - meetings are rich media in its purest form - and you, as a manager, CEO etc. will find no other equivalent media for internal communication. Then how - you ask - can it be justifiable to invest in a meeting, when ROI is so hard to account for?

Get a glimpse of how we handle ROI - read the complete article [here](#).



CASE: *Can you share an electric car?*

In collaboration with Innovationsfonden and Visit Denmark we strived to demonstrate the value generated by physical meetings, which we enacted through a case for the [Ecological Council](#). An inspiring project where analysis of target audience became the foundation for the agenda and ongoing interaction with the participants formed the content.

As a part of the initiative 'Meetovation', created by Visit Denmark, the case were used to demonstrate, how meetings held in Denmark with Danish partners are carefully planned and creatively executed, which in turn have the possibilities of creating ROI, read the case presented by Visit Denmark [here](#).



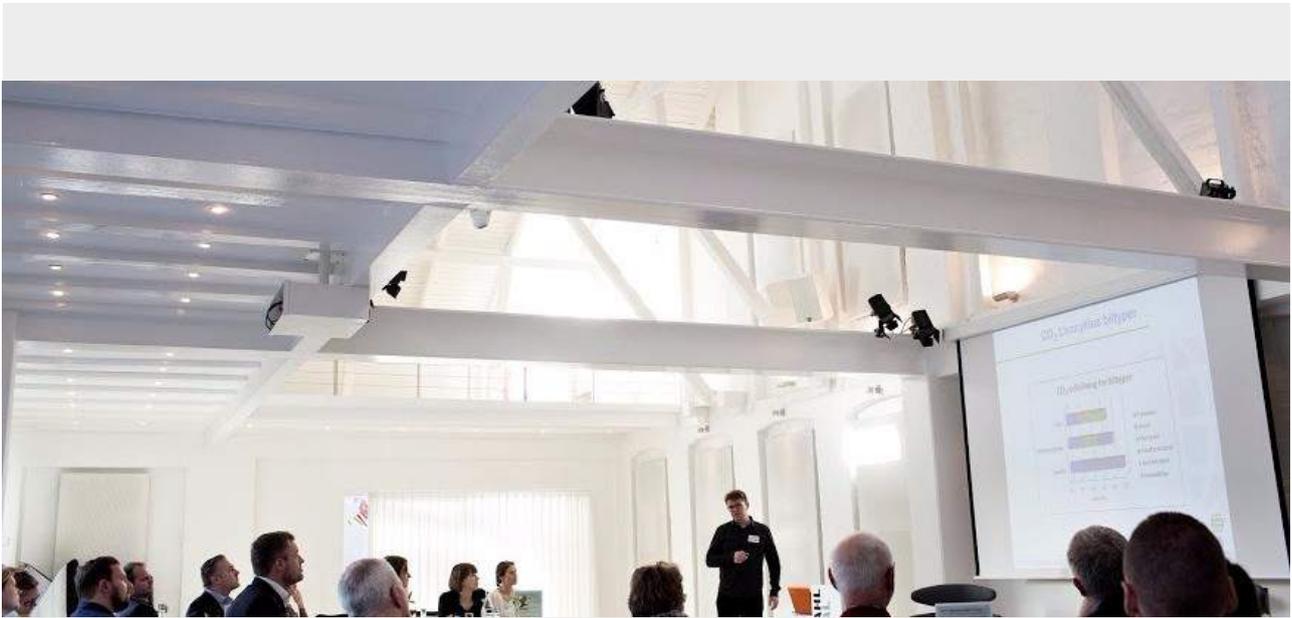
CASE: Release the energy

Communicating the highly important message of releasing the energy for Danish Energy Association, in order to secure a sustainable environment, was enriched by the context created by the venue design and set-up. The set up was taken to an analogue level and brought the participants closer to nature in plenary, break-out and networking settings - creating the optimal frame for discussing and developing the shared agenda. Get inspired by the case [here](#).



Summer is coming

As we enter the last half of 2016, we are very pleased with this year's projects and collaborations, and will continue to strive for a tangible solution to demonstrate the measurable values provided by meetings. We have several interesting projects in our pipeline, which we look forward to explore, challenge and execute as well as share the outcomes with you.



Format Agency

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