Connexity: Where Community & Connection Intersect

Designed and Facilitated by [Sarah Michel, CSP, VP of Professional Connexity](#)

Your attendees are craving connection and community now more than ever. They come to your live meeting to find like-minded people who face the same professional challenges, issues and responsibilities as they do. In order for your meeting to deliver the tacit knowledge their seeking, you need to make it easy for them to find these people so they can make high-value connections on the first day that will grow throughout the conference and beyond.

The focus of a Connexity general session is on the attendee. It's a learner-centric model instead of a typical old-school speaker-centric one. It's networking on steroids designed to help the attendee connect with the information, resources and ideas they need to do their jobs faster, better and easier. A modified open space approach is used which focuses on tangible outcomes and solutions for the attendee.

Session Design

Duration: 75 - 90 minutes

We provide ballroom layouts and designs and collaborate with your team to create a floor plan that promotes community and connection. We assist with creating the theme for the connexity session and provide ideas for keeping the conversations going long after the session ends.

Deliverables

- Following an executive welcome on center stage, Sarah Michel, CSP presents a 15-17 minute TED-type talk about Connexity. She describes why we crave connexity (community and connections) now more than ever and explains how this session is focused on their needs. She also describes the modified open space process used for the remainder of the session.

- Sarah Michel, CSP, facilitates the remainder of the connexity experience from raised platform/stage in center of the room. This includes how to find your community, aggregating the most immediate challenges that your members have, discussion with those members about what's keeping them up at night and two 25-minute rotations allowing attendees to connect with two different groups tackling their two biggest business and/or professional challenges.

- Assist client with identifying "hot topics" and process for aggregating content for small group discussions.

- Assist client with recruiting & training facilitators (volunteers/vendors/sponsors/members) for each of the "watering holes" who will help group attendees quickly and lead the discussion. This session positions sponsors/vendors as "solution makers" with the focus on helping vs. selling. Facilitated

conversations will be focused on best practices, new ideas, strategies and action items for their hot topic.

- Partner with client to create short targeted YouTube videos and website content to promote this unique networking opportunity and to help educate and prepare attendees for the experience to assure ROI/ROA.

- Collaborate with client on best way to capture key takeaways and outcomes from each "hot topic" group to share with entire community after the conference to keep the conversation going and extend the value proposition of the meeting.

Proven Outcomes

- Doubled net promoter scores and audience participation
- Increased general session evaluations (satisfaction) by more than 20%
- Created virtual communities that continued to meet online throughout the year (improving attendance loyalty)
- Adopted as the "signature opening event" for SAGE Technology's Summit) and CalSAE ELEVATE annual meetings creating attendee loyalty and great buzz, now in year two of both conferences.
- The word "love" was used over 4,000 times on Twitter in reference to this new general session experience for one client.
- Increased general session attendance vs. previous traditional keynotes
- Delivers unique access for sponsors/vendors into customer's (attendees) problems & positions them as solution makers/advisors

Investment Fee

Total investment fee for the design and delivery of Connexity Opening General session is based on the scope of work that we decide together.