

GSFAO

Where Community & Connecting Intersect

Designed and Facilitated by Sarah Michel, CSP
VP of Professional Connexity

A **G**eneral **S**ession **F**or an **A**udience of **O**ne.

Too often, it's easy to get lost in a sea of hundreds. Sometimes the loneliest place to be is in a ballroom keynote presentation. Rarely, does that presentation speak to the audience of one.

The **GSFAO** provides a unique, personalized and customized learning experience for each individual. It blends networking and learning into an extraordinary experience based on each individual's pain point. It provides big ideas for big challenges on a personal level. It leverages the intellectual equity in the room and SME (subject matter experienced).

This is not your mama's typical general session.

Traditional general sessions are filled with a voice of one expert and silence. The **GSFAO** will have your attendees buzzing and participating with new a sense of excitement.

Session Design

Duration: 90-120 minutes

The focus of the **GSFAO** is on the attendee as a participant. It's a participant-centric model instead of a typical old-school speaker-centric one. It's networking on steroids accelerated by peer sharing. The GSFAO is designed to help each participant find the connections and ideas they need to do their jobs faster, better and easier.

Potential Deliverables

- We help you design the experience, the environment and engagement
- Assistance with co-creation of marketing communication plan
- Assist with recruiting & training facilitators
- Assist with creation of hot topics and pain points of attendees
- Collaborate on tools to capture key takeaways and outcomes from GSFAO.
- Deliver the keynote and GSFAO experience.

Proven Outcomes

- Increased audience participation
- Increased general session satisfaction
- Launched virtual communities that continue to meet online throughout the year
- Adopted as the "signature event" for the annual meeting, creating attendee loyalty and great buzz
- The word "love" was used over 4,000 times on Twitter in reference to the GSFAO experience for one client

Investment Fee

Total investment fee for the design and delivery of a customized GSFAO session is based on the scope of work that we decide together.





