

# Content & Format of Meetings for GenY

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# SK



# The modern meeting&event

- No more homogeneity among delegates
- Technology – enabler and democratic force
- Beyond information
- The new dynamics of networking
- Logistics is important but ...



**A personal question**

**1977 – 1995?**

# How Adults Learn

BABY BOOMERS	GENERATIONS X & Y
Structure	Flexibility
Worker as instrument	Worker as a human resource
Work as labour intensive	Work as knowledge intensive
Hierarchical structures	Participatory structures
Education completed	Lifelong learning

(Ramsborg and Tinnish, 2008)

# The Big Debate

- • Digital Natives
- VS
- • Digital Immigrants

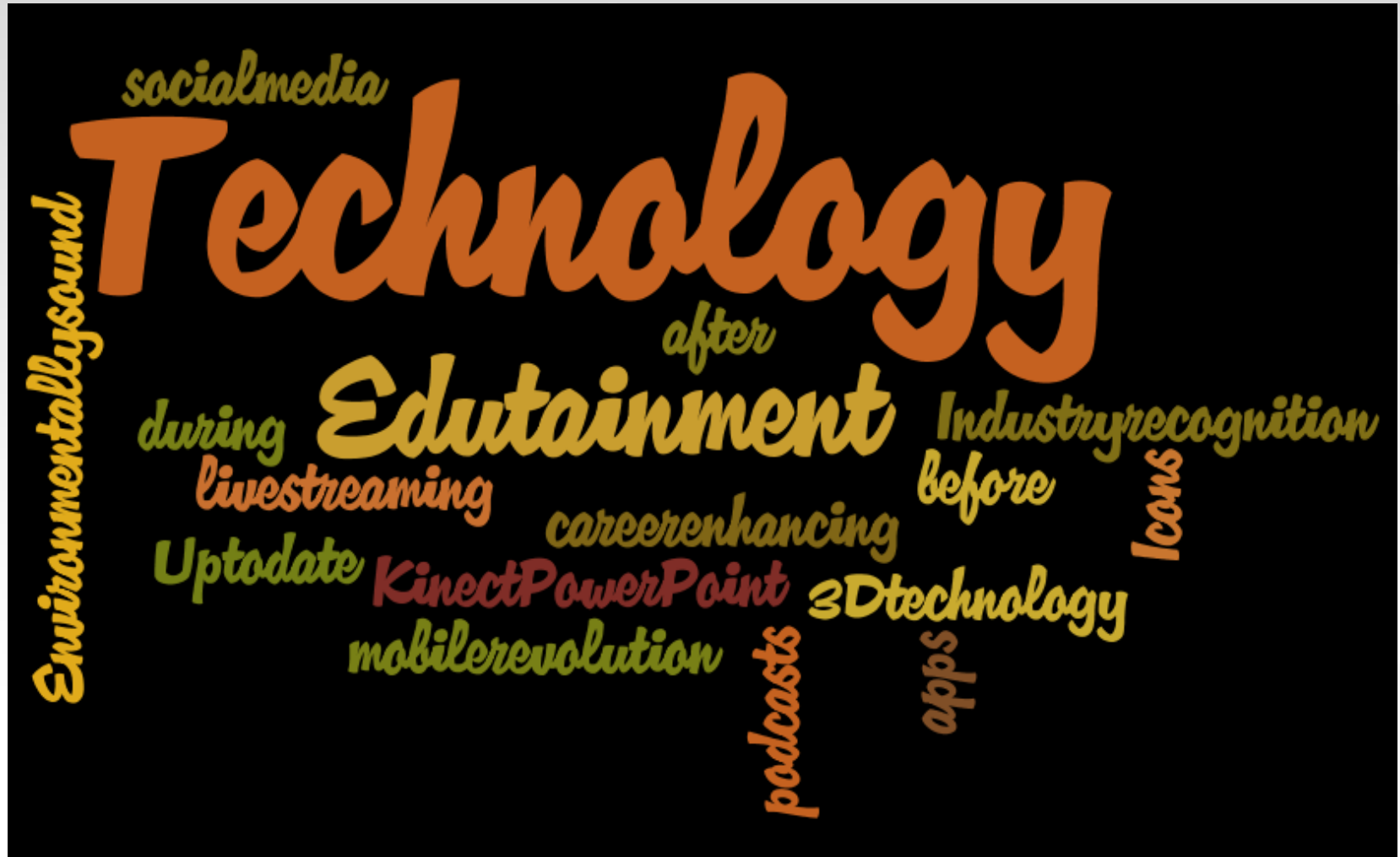
Source: Mark Prensky, 2001



# What and How We Researched

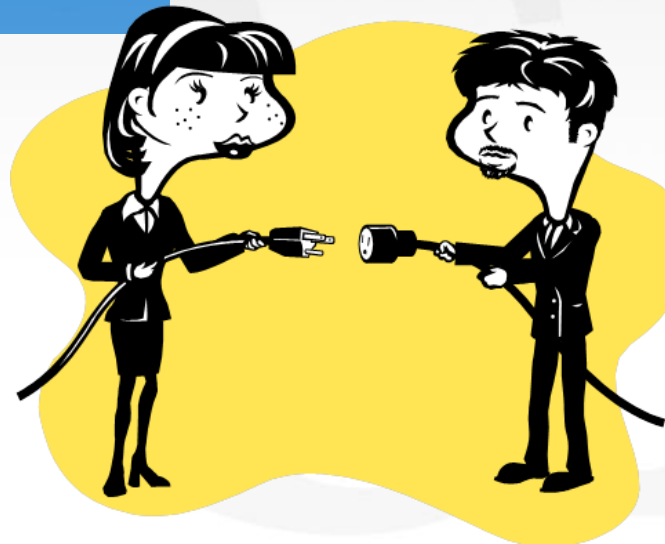
- The What:
  - Attitudes of modern delegates to participation at meetings and their wishes for content, design and involvement.
- The How:
  - Indepth structured interviews with 4 meeting planners from China, Switzerland, UK and USA
  - Online questionnaire to SKEMA alumni delivered through email and various social media

# And here's what we found





# So what does this mean in practice?



# Those Y-ers

- **Crowdsourcing - 63% vs 39%**
- **Visual - 91% vs 65%**
- **Destination major criteria 70% vs 42%**
- **Short conference sessions 68% vs 46%**



# Hvala!

## SKEMA Business School

- 6 campuses – France, USA, China, Morocco
- Courses taught in English
- MSc in Strategic Event Management & Tourism Management

THE WORLD IN THE PALM OF YOUR HAND

