

DESIGNING MEETINGS & EVENTS FOR BEHAVIOR CHANGE

Rinse and repeat won't cut it any longer. Having a true design process is more important than ever.

Last year, we launched a new event design partnership with Maritz Travel. We embarked with one goal in mind: stop designing events in silos and, instead, bring everyone to one table to plan and execute every aspect of an event.

From location sourcing to keynote content, from app design to air travel, from mini-quiches to closing concerts... okay, you get the point. In 2018, our partnership blossomed from a summer fling to full-on BFF status and we couldn't be more pleased.

But what started as a holistic approach to event design, quickly shifted its focus to **changing key stakeholder behaviors and truly impacting business objectives through internal events.**

In 2019, we are working directly with our clients' C-suite to target the behaviors that need to change for their business to achieve their audacious goals.

"At the center of our design methodology is the idea of having one laser-focused organizing principle - not a theme, marketing slogan, or tagline. A checkpoint from which all decisions are made and results are validated against. Your 'North Star.'

CPG
CONNECT YOUR PEOPLE
GROW YOUR BUSINESS
VP, Business Solutions
Ellie Dupuis



Together, CPG Agency and Maritz Travel design events that align business outcomes with people outcomes.

Learn more about CPG & Maritz Partnership at:
FindYourCommonThread.com

THIS MONTH'S MEETINGS:



CARNIVAL
CORPORATION & PLC

ULTA
BEAUTY

BUTLER

"A strategically designed event will turn business objectives into actionable people objectives."

Maritz TRAVEL®
A Maritz Global Events Company

Chief Experience Architect
Greg Bogue



CPG Agency and Maritz Travel balance people science with proprietary tools to benchmark "belief" before an event and measure how it has changed with your attendees after. This determines how well the message that is driving your business goals was received. By designing purposeful meetings that focus on the human experience, our events improve outcomes.

So, how are you designing your next conference?

YOUR 2019 EVENT DESIGN CHECKLIST:

- | | |
|------------------------------------------------------------------|--------------------------------------------------------------------|
| <input type="checkbox"/> Bring the Right Teams to the Same Table | <input type="checkbox"/> Design with a Holistic Approach |
| <input type="checkbox"/> Identify Desired Behavioral Change | <input type="checkbox"/> Understand Your ROI Goals |
| <input type="checkbox"/> Determine Your Organizing Principle | <input type="checkbox"/> Execute a Scientific Measurement Strategy |

Getting all of this right can seem a bit overwhelming, especially with ever-shrinking timelines and budgets. But you don't have to do it alone! We're here to help! If you are interested in learning more about the CPG Agency/Maritz Travel collaboration or have any questions regarding how we can "move your people", please reach out to Ellie Dupuis at ellied@cpgagency.com