

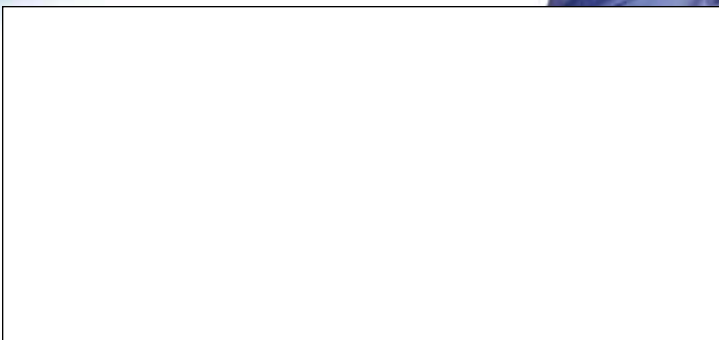
# Corporate & Incentive Travel

THE MAGAZINE FOR CORPORATE MEETING AND INCENTIVE TRAVEL PLANNERS

## The Smart Choice

Changing Strategies for Finding Just the Right Destination and Venues

PAGE 40



**FLIP for  
the 2011  
Awards of  
Excellence**

**Spa Resorts ● How Ethical Are You?**

PAGE 18

Test Yourself on PAGE 32



Sarah  
Vining

## How to Be the Planner Who 'Gets It'

### 10 Tips to Make Sure Training Meetings Speak to All Generations

All 50 attendees are present for your training session, but is every attendee mentally there in the meeting room? It can be difficult to capture the attention of every person. After all, each attendee has different traits with particular learning styles and preferences. Each of them has his or her own issues or questions that they've come to resolve. More specifically, in order to solve this for each individual, you must understand how each generation learns and trains differently.

Ann Fishman, a generational marketing strategist, explains, "A big part of training consists of generational differences. If trainers don't understand the added value of all four generations and their lifestyles, they'll limit the company from getting the most from their work force and risk losing good people." By understanding generational differences, you can support each generation's training style and help them to become not only an engaged attendee, but a participant.

**1 Embrace technology.** Think beyond projectors and slide presentations. To engage younger Gen Xers and all of Gen Yers, planners must support the use of cellphones and other technology. The ultimate goal of this generation is to learn by sharing it with their network through mobile technology and social media. Well-known for multitasking, these individuals are listening while tweeting your great insight, so accept the use of technological devices as a great learning tool, and also as flattering.

**2 Any style but today's classroom.** Imagine the typical classroom with row seating facing the front of the room. The goal of every meeting planner should be to break

this standard in order to have attendees engage and interact. The average attention span of any individual, no matter the generation, is 10 minutes. According to Jeff Hurt, a director of education and engagement for a consulting agency, presentations should be broken into 10-minute segments with two to three minutes for discussion among attendees in order to relate the material to past experiences and retain the most.

**3 The right to practice the First Amendment.** Individuals are proven more likely to engage in a session if they're able to state their personal beliefs. Better training formats for engagement consist of small group interaction with facilitators and a hands-on audience, which results in higher learning and retention for every generation.

**4 Training begins before arriving on-site.** For Generation Yers and some Gen Xers, learning begins before the first session and continues year-round. To engage this group, education must occur year-round through blogs, Facebook and Twitter. Content is no longer king only at conferences. This generation knows content can be found online; they travel to conferences to network and continue their online relationships face-to-face.

**5 Why attendees travel to attend.** Technology offers the ability for individuals to learn something they might have previously traveled to a conference to understand. Social communication allows us to build online communities and connect to others in our industry. However, conferences provide something that social networks don't: the ability to interact face-to-face, which is the reason people are traveling to conferences. Today, every generation is paying for a face-



THE WORLD'S MOST INNOVATIVE CRUISE LINE.  
THE WORLD'S BEST MEETING & INCENTIVE OPTION.



### Why not host your next Corporate Meeting or Incentive Event at sea?

Royal Caribbean International® offers value, ease of planning and a unique experience. We provide everything a land-based resort does, plus so much more. Exhilarating onboard activities, a variety of dining options, Broadway-style shows, complimentary function space and A/V equipment, event customization options, and spacious accommodations all included for one great price - we are the 'Ultimate Off-Site Destination'.



1-800-762-0458  
RoyalCaribbeanIncentives.com

to-face experience, so provide ample networking opportunities and informal interaction between sessions through hallway chats.

**6 Provide a variety of settings.** To appeal to every generation, choosing a venue with an abundance of space is imperative. The future of conferences is based on space and design that foster collaboration and networking. A meeting room for your general session should be anamorphic so your attendees can transition into different training styles, such as group teambuilding exercises, which appeal to Gen Yers, or a fishbowl concept where Gen Xers can voice their beliefs.

**7 Peer-knowledge sharing.** Pair up Gen Yers and baby boomers — two very diverse

to be rewarded differently, too. For instance, Gen Yers want to be rewarded along the way with pats on the back and encouragement, while Gen Xers prefer a day off as a job well done. Most baby boomers enjoy a rewards ceremony to celebrate an accomplishment.

**9 One size doesn't fit all.** Trainers and meeting planners who apply unbiased generational practices in their training and development will be most successful. Never assume a traditional instruction will fit all, while long presentations don't fit any of the generations. Baby boomers are the only generation who can concentrate the longest in that type of setting. Work with individuals from each generation to develop and imple-

*To engage (Gen Yers and Gen Xers), education must occur year-round through blogs, Facebook and Twitter.*

generations who enjoy each other's company. Gen Yers appreciate the opportunity to spend time with baby boomers who are veterans with a vast amount of knowledge. Baby boomers also enjoy acting as coaches to guide Gen Yers. In this peer-knowledge sharing experience, baby boomers also value the technology insight Gen Yers can offer them. The pairing of these two generations is very well-received by audiences.

**8 Reward each differently.** Historical events that occur during the formative years of each generation shape its characteristics, which is why each generation has its similarities and differences. Each generation wants

ment the different learning styles into your training development plan.

**10 Educate upper level management.** For C-level executives, trainers and human resources personnel, recognizing and understanding generational differences can assist in employee engagement and loyalty. People want to work in a place where their employers "get them," and they can build trust.

Understanding the characteristics of each of your attendees proves that each generation is different. In meetings, appealing to each generation leads to happy participants, higher retention rates and essentially, a more efficient work force. **C&IT**

*Sarah Vining is the marketing manager for The National Conference Center and is the voice behind the conference center's social media. She writes daily blog posts for meeting planners and tweets with guests who need to remove wine stains. Sarah also composes quarterly white papers for The National Conference Center. If you think you have the next best white paper topic, feel free to introduce yourself to Sarah at svining@conferencecenter.com.*

THE PENNSYLVANIA CONVENTION CENTER EXPANSION

# COMPLETE (AND COMPLETELY Vibrant)

"Philadelphia really is The Complete Package.

We loved the flexibility of the convention center's space. Overall, we loved the walkability and accessibility of the hotels and the restaurants in Philadelphia. We loved the vibrancy of Philadelphia and the city's layout."

## THAT'S MY PHILADELPHIA STORY

—KRISTIN FOLDVIK, FORMER DIRECTOR, EVENTS  
SPECIAL LIBRARIES ASSOCIATION

PHILADELPHIA  
(THE COMPLETE PACKAGE)

With 1 million square feet of usable space, the newly expanded Pennsylvania Convention Center has taken its place as one of the country's premier meeting facilities. And to complete the package, we've put it in the heart of the country's most dynamic, walkable and historic downtown.

[www.MEETPHL.com](http://www.MEETPHL.com) or 1.855.MEET.PHL

