

More than a meeting theme, it's your "meeting mission statement"

Three considerations when choosing a successful meeting theme.

When it comes to a meeting theme, the last thing you want to hear is, "What's our meeting theme again?" Chances are you have a drawer in your desk full of lanyards from meetings. Maybe they are hanging on a doorknob or pushpin. Can you recall the meeting themes printed on your name badge? If not, perhaps it is because they did not resonate with you or instill motivation.

Fortunately, there are things that you can do early on in the process of choosing a meeting theme that will stifle this.

- 1. Align** - The most important consideration when selecting a meeting theme is to **align** your meeting theme with your business objectives. After all, a worthy meeting theme is more than a witty catchphrase; it is a mission statement for the meeting and all that follows. We say "and all that follows," because a compelling theme will serve you well beyond the meeting. In fact, the meeting theme can function as a first step in a campaign of branded messaging that will reinforce your strategic priorities throughout the year. It is through this sustained communication to the field, that you realize the greatest return on your investment and hard work. That being said, not every corporate mission statement is cut out to be a theme. But in that pursuit, identifying your goals for the year is a good place to start.
- 2. Assess** - Next, is to **assess** the temperament of the field force and the climate in which they are operating. After all, they are your audience - the very ones you are trying to connect with and motivate. Be honest in your assessment and look at things from their viewpoint. A theme may sound clever in the home office, but may fall flat in the field...or worse – a well-meaning theme such as "Take it to the Next Level," may be insulting to a team that has been steadily slugging it out in a competitive marketplace.
- 3. Utilize** - Another important consideration is "**utility**" – how a suitable theme might be leveraged for the greatest possible impact. Your theme is the centerpiece from which all meeting messaging will extend. It connects one presentation to the next, brings context and continuity to workshops and is the rallying cry that unites your team around a single, shared purpose – that of realizing your Meeting Mission Statement. As an example, an action-oriented theme such as "Take Charge!" can resonate with sales leaders e.g., "Take Charge in Your Territory," while just as ideally supporting training workshops e.g., "Taking Charge of Customer Concerns." Bear in mind, the more specific a theme, the more challenging it will be to incorporate it across various

activities and initiatives. A theme such as “Go for the Gold” has a limited lifespan – losing its luster within days of the Olympic closing ceremony. The same is also true of the appearance of a theme. A highly graphical depiction may radiate on a video screen, but may prove unworkable in print form.

As you can see, the task of identifying the perfect meeting theme is not as straightforward as it may first appear. However, by factoring in these important considerations of alignment, honest assessment, and broad utility, you will distill a Meeting Mission Statement that has impact and purpose, and that leaves a lasting impression.



Unmasking the ideal Meeting Mission Statement is just one of the creative services that MC3 offers to our clients. To learn more about MC3 and how we can support you in elevating the performance of your team, contact Robert Armstrong at Robert.Armstrong@mc3.com or at 484.887.7370.

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