



ACTIVITY

1 PRESENTING

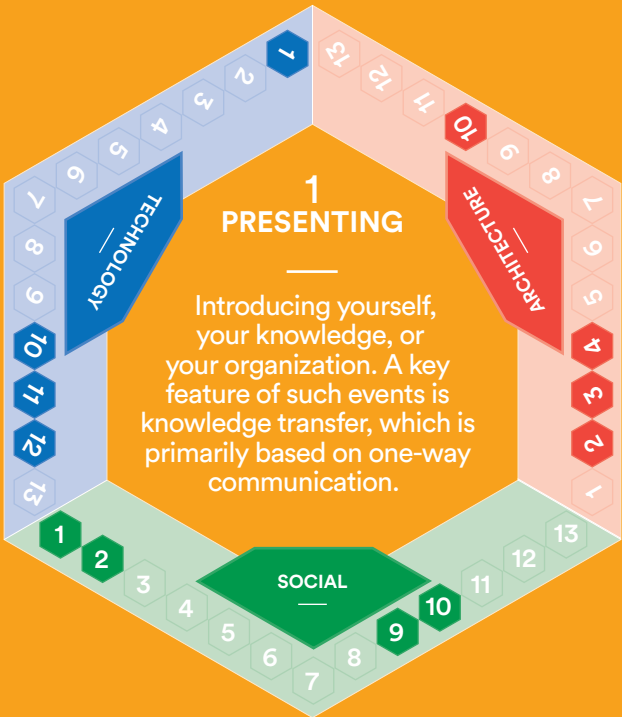
1 PRESENTING

Introducing yourself, your knowledge, or your organization. A key feature of such events is knowledge transfer, which is primarily based on one-way communication.

TECHNOLOGY

ARCHITECTURE

SOCIAL





ACTIVITY

2 INFORMING

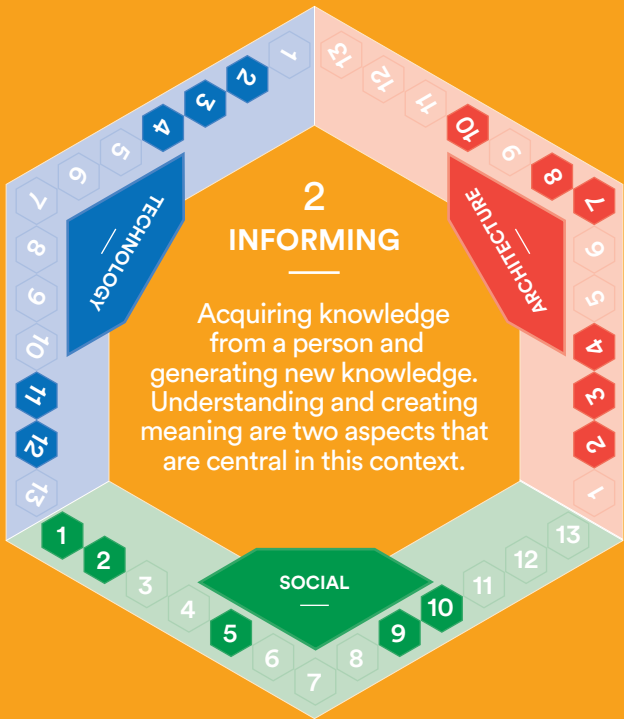
2 INFORMING

Acquiring knowledge from a person and generating new knowledge. Understanding and creating meaning are two aspects that are central in this context.

TECHNOLOGY

ARCHITECTURE

SOCIAL





ACTIVITY

3 CONNECTING

3 CONNECTING

Gaining access to other people or organizations. The focus here is on networking, personal encounters, and establishing personal relationships.

TECHNOLOGY

ARCHITECTURE

SOCIAL





4 COMPARING

ACTIVITY

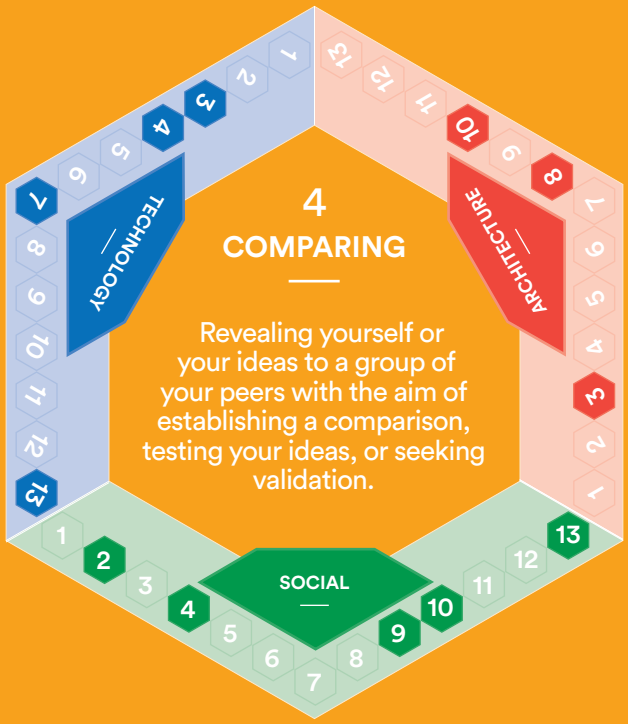
4 COMPARING

Revealing yourself or your ideas to a group of your peers with the aim of establishing a comparison, testing your ideas, or seeking validation.

TECHNOLOGY

ARCHITECTURE

SOCIAL





ACTIVITY

5 COLLABORATING

5 COLLABORATING

Creating some kind of output or product in a collaborative setting. The outcome can be manifold, e.g. a joint idea, vision, model, product, or service.

TECHNOLOGY

ARCHITECTURE

SOCIAL





ACTIVITY

6 EXPERIMENTING

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EXPERIMENTING

Prototyping your initial ideas. Participants present an incomplete idea to obtain feedback on and improve it.

TECHNOLOGY

ARCHITECTURE

SOCIAL





ACTIVITY

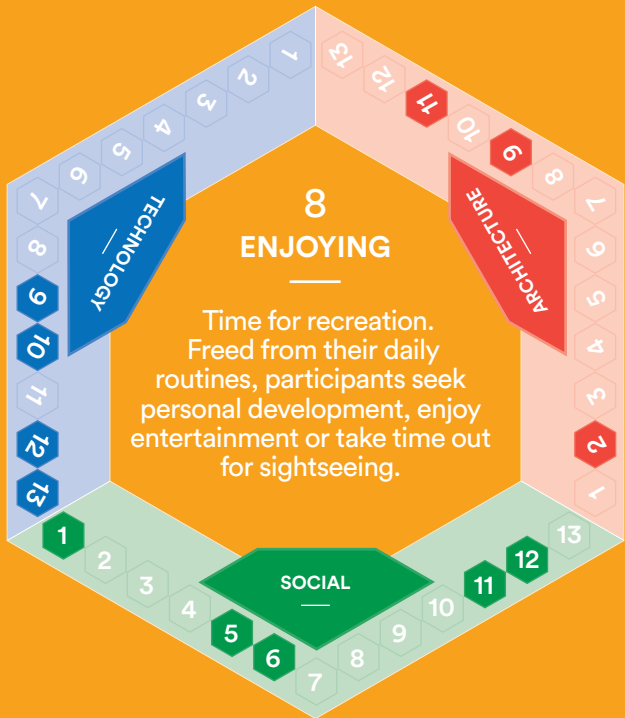
7 INSPIRING





8 ENJOYING

ACTIVITY





ACTIVITY

9 FREE-ROAMING

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FREE-ROAMING

A chance to roam around freely. The important aspect of this activity is the freedom of the mind and the space it offers for creative daydreaming.

TECHNOLOGY

ARCHITECTURE

SOCIAL





1 WELCOME

ARCHITECTURAL SOLUTION

1 WELCOME

Its main function is to welcome all participants, group them together and assign them according to their needs or aims.

ACTIVITY

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**2 CLASSIC
AUDITORIUM**

ARCHITECTURAL SOLUTION

2 CLASSIC AUDITORIUM

This is a spatial configuration in which a speaker presents something to the audience and the seating is typically arranged in rows.





3 ARENA

ARCHITECTURAL SOLUTION

3 ARENA

In an arena setting, there are two main areas: an inner circle, in which one or more persons discuss a topic and a wider circle around the edge with the spectators.





**4 INTERACTION
SPACE**

ARCHITECTURAL SOLUTION

4 INTERACTION SPACE

This space enables the staging of highly interactive formats. All furnishings and equipment must be readily (re-)movable.

ACTIVITY

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**5 SPACE OF
ASTONISHMENT**

ARCHITECTURAL SOLUTION

5 SPACE OF ASTONISHMENT

This space is intended to be inspiring. It should positively irritate its audience, in the sense that they are profoundly surprised.

ACTIVITY

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**6 PROJECT
SPACE**

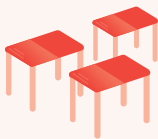
ARCHITECTURAL SOLUTION

6 PROJECT SPACE

This is an enclosed space for small groups of people working together on a specific project. The environment should support a workshop or garage setting.



ACTIVITY



**7 PUBLIC
WORKING SPACE**

ARCHITECTURAL SOLUTION

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PUBLIC WORKING SPACE

It offers workplaces where people can withdraw to work, yet at the same time remain visually connected with what is going on at the event.

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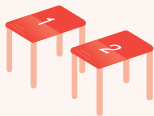
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8 MATCHMAKING SPACE

ARCHITECTURAL SOLUTION

8 MATCHMAKING SPACE

A designated space for connecting people that consists of a clear meeting point. Any meetings held in this space will usually have been arranged beforehand.





**9 ENCOUNTER
AREA**

ARCHITECTURAL SOLUTION

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ENCOUNTER AREA

This area offers space for chance encounters, i.e. for coming into contact with people without a prior arranged meeting.

ACTIVITY

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**10 EXHIBITION
SPACE**

ARCHITECTURAL SOLUTION

10 EXHIBITION SPACE

An open space that should be located centrally to exhibit and display posters, physical objects, prototypes, etc.

ACTIVITY

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**11 EXTERNAL
SPACE**

ARCHITECTURAL SOLUTION

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EXTERNAL SPACE

This is a place outside the event venue (out of the box) that could be used for entertainment or as a possibility of retreat.



ACTIVITY

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**12 PRIVATE
OFFICE**

ARCHITECTURAL SOLUTION

12 PRIVATE OFFICE

This space provides
a working environment
away from the office where
people can withdraw to work
in private.

ACTIVITY

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**13 SILENT
SPACE**

ARCHITECTURAL SOLUTION

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SILENT SPACE

It offers people a place to retreat and think about things in silence. As such, it should be both soundproof and afford visual protection.

ACTIVITY

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1 PRESENTATION

SOCIAL SOLUTION

1 PRESENTATION

The classic presentation format consists of a speaker and an audience. Presentations may be followed by an optional round of questions.

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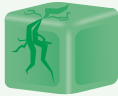
2 PANEL DISCUSSION

SOCIAL SOLUTION

2 PANEL DISCUSSION

Two or more speakers take to the stage to discuss a particular topic in front of an audience, whose members are often invited to ask questions.





SOCIAL SOLUTION

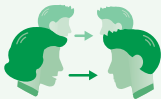
3 ICE BREAKER

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ICE BREAKER

It supports participants to get to know each other without having to have a deeper conversation, e.g. business speed dating.





4 SOCIAL MATCHMAKING

SOCIAL SOLUTION

4 SOCIAL MATCHMAKING

This solution encourages planned networking among participants who do not yet know each other.





5 BREAK

SOCIAL SOLUTION

5 BREAK

Breaks (e.g. coffee breaks or post-conference drinks) provide a situation in which participants can interact freely without a speaker, moderator, or schedule.

1 2 3 4 5 6 7 8 9

ACTIVITY



6 MEALS

SOCIAL SOLUTION

6 MEALS

Meals provide a group of people with an opportunity to interact for a longer period of time than, for example, a coffee break.

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ACTIVITY



7 SELF- ORGANIZATION

SOCIAL SOLUTION

7 SELF- ORGANIZATION

Participants work together autonomously on topics they have chosen themselves, for example “open space”. This type of activity benefits from pro-active participation.





**8 SOCIAL
CHANGE**

SOCIAL SOLUTION

8 SOCIAL CHANGE

This solution is generally aimed at developing a vision or strategy for a large group or organization, e.g. future conference or business theater.





**9 POSTER
PRESENTATION**

SOCIAL SOLUTION

9 POSTER PRESENTATION

This is a more interactive format than a classic presentation. The presenter stands in front of a poster that shows his/her project.

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ACTIVITY



SOCIAL SOLUTION

10 EXHIBITION STAND

10 EXHIBITION STAND

Representatives of the exhibiting organization are available on the stand to provide information about their services, products, or research.





11 GUIDED TOUR

SOCIAL SOLUTION

11

GUIDED TOUR

A guide takes a small group of participants on a tour, e.g. of specific exhibits. It allows inspiring occasions which encourage conversation.

ACTIVITY



12 ATTRACTION

SOCIAL SOLUTION

12 ATTRACTION

Attraction is an object (e.g. prototype, technology etc.) that intrigues the professional audience. It provides participants with something to talk about.

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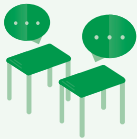
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13 TOPIC CAFE

SOCIAL SOLUTION

13 TOPIC CAFE

A moderated process that brings together a group of participants to talk about a predefined topic, e.g. world cafe.





1 REGISTRY

TECHNOLOGICAL SOLUTION

1 REGISTRY

Participants can state their preferences, provide their personal details, and facilitate payment before the event starts.





2 AGENDA

TECHNOLOGICAL SOLUTION

2 AGENDA

An agenda consists of a schedule or list of talks, and often includes copies of abstracts.





3 PROFILES

TECHNOLOGICAL SOLUTION

3 PROFILES

Profiles can be provided in a printed booklet or in digital form. Specific apps simplify the process of finding relevant contacts.

1 2 3 4 5 6 7 8 9

ACTIVITY



4 MEETINGS

TECHNOLOGICAL SOLUTION

4 MEETINGS

A meeting tool allows participants to arrange meetings and to book rooms or meeting spaces prior to the event.





5 MESSAGING

TECHNOLOGICAL SOLUTION

5 MESSAGING

Messaging systems allow participants to communicate directly with each other before, during, and after an event or to display comments publicly.



ACTIVITY



6 RECOMMENDATIONS

TECHNOLOGICAL SOLUTION

6 RECOMMENDATIONS

Recommendation algorithms based on tags help participants to determine which contacts, workshops, or presentations they might find of interest.





7 RATING

TECHNOLOGICAL SOLUTION

7 RATING

This feature enables participants to provide feedback and rate different topics or they can interact with a speaker in real-time, e.g. with polls.

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ACTIVITY



8 MAPS

TECHNOLOGICAL SOLUTION

8 MAPS

Maps can include directions on how to get to the event, copies of floor plans, locations of points of interest, or even tourist maps.

ACTIVITY

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9 NAVIGATION

TECHNOLOGICAL SOLUTION

9 NAVIGATION

Specific technologies provide participants with a means of navigating through the event to find rooms or other participants.





**10 SOCIAL
MEDIA**

TECHNOLOGICAL SOLUTION

10 SOCIAL MEDIA

This feature allows participants to share their experiences with people inside and outside the conference through social media.





11 FILE SHARING

TECHNOLOGICAL SOLUTION

11 FILE SHARING

All kinds of files are typically used at conferences and events: schedules, presentations, pictures, videos, etc. These materials can be made available online.





12 BROADCASTING

TECHNOLOGICAL SOLUTION

12 BROADCASTING

Broadcasting technology allows other people to attend or benefit such an event via live streaming, video recording, podcasts, or virtual reality.





13 GAMIFICATION

TECHNOLOGICAL SOLUTION

13 GAMIFICATION

Game-like activities can be included to encourage participant interaction, e.g. treasure hunts, quizzes, or reward-based games.



