

## 39 Ways to Improve Your Meetings

A useful guide on how science can assist you in designing an off-the-chart meeting courtesy of The Meetology Group and the PCMA Education Foundation.



### Playtime

Fun boosts creativity. Incorporate pinball machines, foosball or video arcades for adult-style fun.



### Make 'em Laugh

Keeping things humorous and upbeat can help avoid tension and aggression.



### No More Blah

If attendees are bored, the meeting will drag on. Spice it up with something new.

### Mix it Up

Change up group members throughout the meeting to improve creativity levels and keep things fresh.

**The Perfect Room**  
Software programs exist to help interior designers create the most efficient rooms based off of specific behaviors; create your own with your desired meeting results in mind.



### Social Copycats

Humans are more likely to partake in a behavior if they know someone else has made the same choice. Advertise the number of registrations to further increase expected attendees.



### Meditation in Meetings

It may seem New Agey, but meditation helps mental performance, reduces stress and increases creativity.



### Battle of the Sexes

According to research, having a similar amount of males and females can positively impact the psychology and performance of your group.

### Mistakes Matter

But not in the way you think. Errors help people bond through empathy. So next time you trip up, acknowledge it and keep moving—it could be the motivating factor you need.



### Walk it Out

Ditch the moving walkways; studies show people move faster without them.



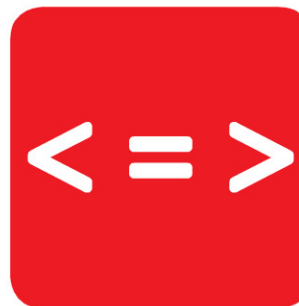
### In the Know

Allowing attendees to mingle and get to know fellow meeting-goers can improve creativity.



### Get Low

Unique meeting environments can improve problem solving and creativity. Why not try the floor for your next event?



### Small Can Be Better

People tend to let others do the talking in large groups—proving smaller-size groups can be effective, too.

### Less is More

Too many choices can be off-putting to attendees. Limit options to three to maximize decision making.



### Music to Your Ears

Repetition can trigger feelings and emotions. At some meetings, planners use the same music year after year to help with memory.



### A Cleaning Solution

The scent of cleaning fluid can influence attendees to clean up after themselves.



### Don't Hold the Salt

Sodium can help reduce social anxiety.



### Pack on the Protein

To avoid unhealthy snacking and reduce hunger, use more protein.



#### Ditch the Phone

Encourage attendees to participate sans smartphone.

#### A Change of Scenery

An emotionally stimulating venue can lead to better attendee connections.

#### The Wonder of Mother Nature

Psychologists noted a 15 percent increase in creativity when plants were a part of the décor. The color sky blue similarly can boost creativity.



#### A Picture's Worth 1,000 Words

Exposure to creative art can increase creativity in attendees. Bring a Picasso to your next meeting and you won't be disappointed.



#### Hot, Hot, Hot

Think about the temperature for your next meeting. Research shows when you meet someone holding a cold glass of water, you perceive them as having a colder personality.



#### Food is Power

Not enough calories tends to lower brain performance. Offer snacks for optimum results.



#### Love Conquers All

Thinking of loved ones can increase creativity.



#### Electrifying

Scientists have experimented with electrical currents to help with memory and movement in the brain.



#### Get Your Zzzzs

No sleep means a lack of focus, poor memory and other negative impacts.



#### Caffeine is a Must

Caffeine can improve visual selective attention, conflict monitoring and more. Offer meeting-goers a caffeine fix, but don't overdo it.



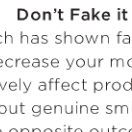
#### A Bad Mood Could Be Just What You Need

Grumpy attendees generate more creativity, as they're not content to accept the norm, will speak up and go against any group-think mentality.



#### All Over the Map

Technology is underway to create conference maps so your attendees know exactly where they're going.



#### Don't Fake it

Research has shown fake smiles can decrease your mood and negatively affect productivity levels, but genuine smiles have the opposite outcome.



#### On the Nose

Smells can affect mood, behavior and more, so when planning, try incorporating something pleasant for every sense. Think lavender or freshly baked bread.



#### A Bright Idea

The right type of light can positively impact meeting performance.

#### Wash Up

A sink is in the works that would provide water and soap, as well as dry your hands, so you can freshen up before shaking the boss's hands.



#### Tech-Savvy

Search for new technology that can aid your event, like feedback apps or collaboration platforms.



#### Doodle Away

Doodling can help with memory, so let attendees draw as many hearts and stars as they desire.



#### Morning Fun Run

An early group jog boosts moods.



#### Brain Games

Offering video-based brain training exercises at your next meeting can help improve brain function.

#### Exercise = Brains

For many middle-aged people, studies have shown that exercise makes them smarter.