

Excerpted from:

# MEETINGSNET

## SPACE IS STILL THE FINAL MEETING FRONTIER

by Sue Pelletier

A room's setup matters a lot more than we realize, according to Velvet Chainsaw Consulting's executive vice president, education and engagement, Jeff Hurt. It tells us subconsciously how we're going to act and what we're going to do while in that space. And when we do the same thing in the same way over and over again, our brains begin to check out. But when a space is designed a little differently from what we expect, our brains wake up. An unusual design creates an expectation that what's about to happen in that space also might be different.

### Get Creative When Booking Meeting Spaces

You can work with lighting, room sets, and other environmental factors, or you can take your meeting to a space that's already designed for your meeting's goals. For inspiration, take a look at just a few of the interesting meeting spaces available at the Catalyst Ranch in Chicago:

