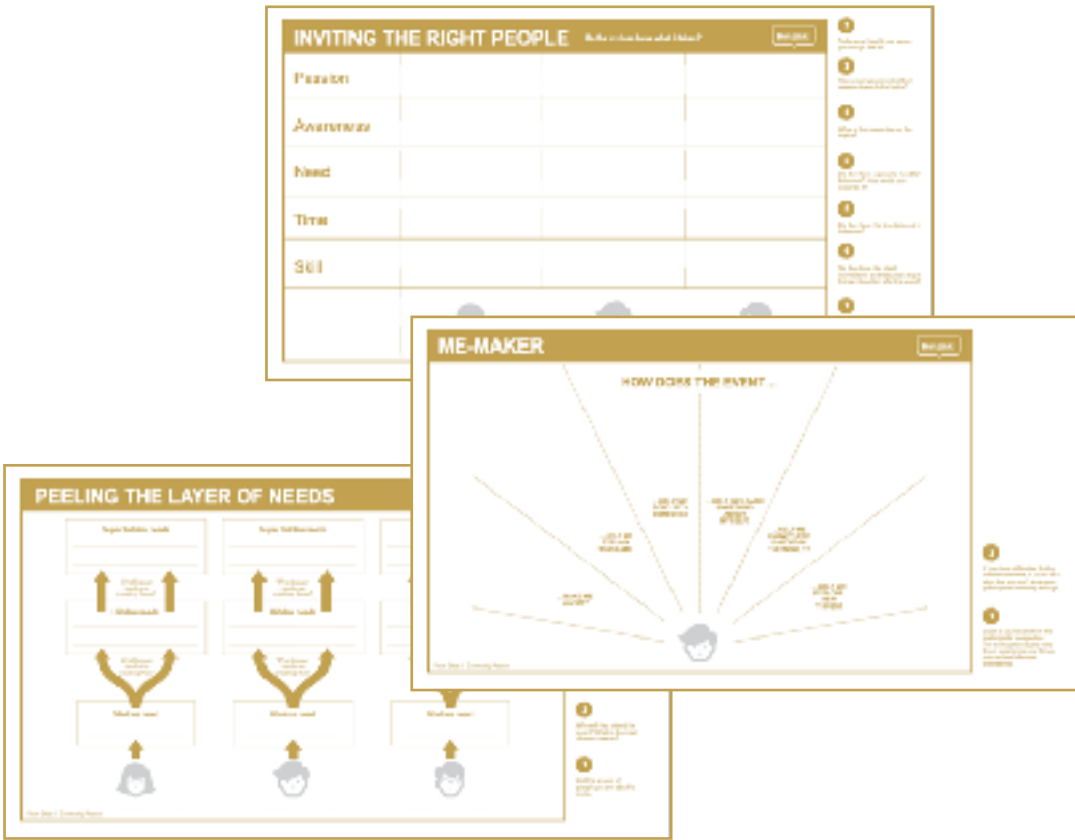# Helsinki Method for Meetings and Events

HELSINKI METHOD FOR MEETINGS AND EVENTS

Ghost?

Projektin esittely

**Helsinki Method
for Meetings and
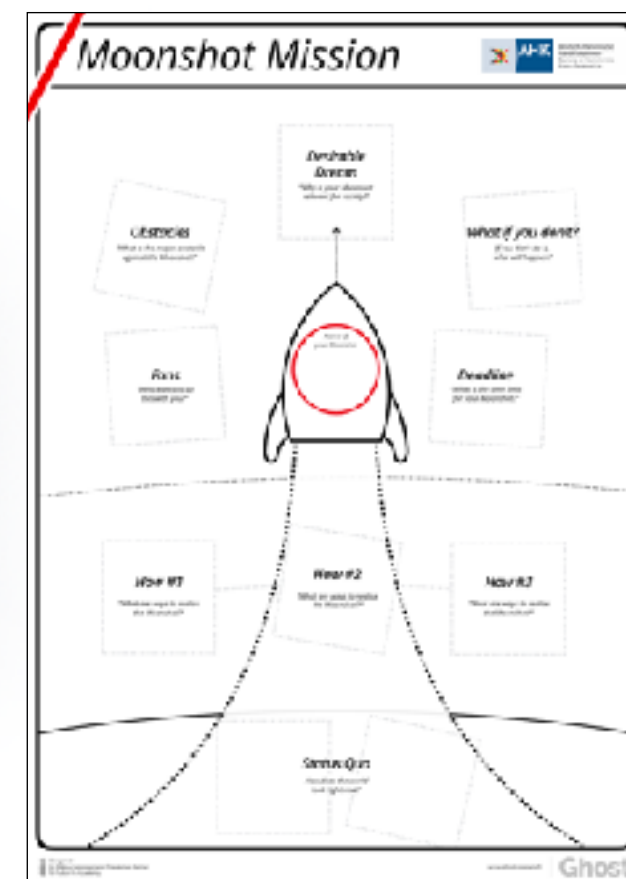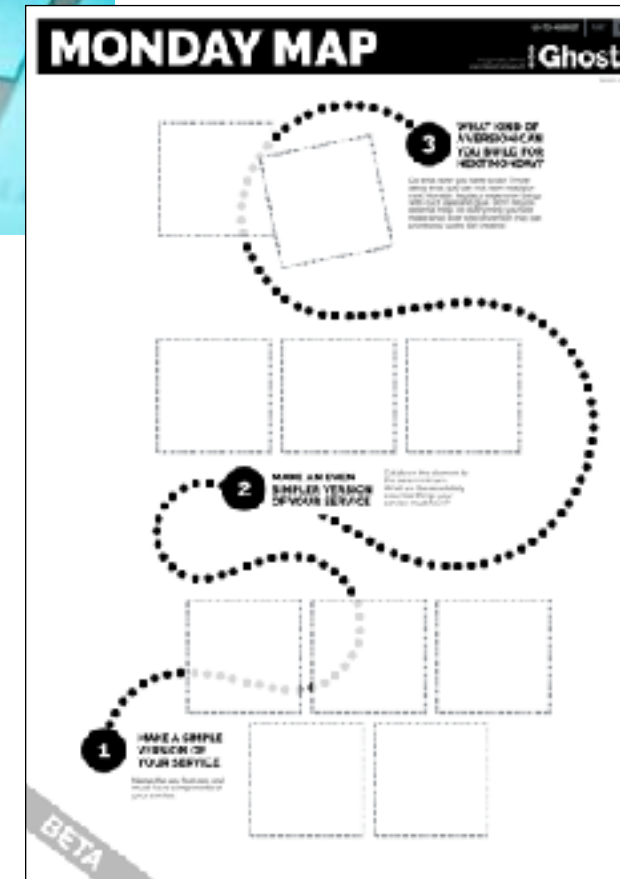Events esittely**

Helsinki Method for Meetings and Events

08.30   09.00

Ghost
Business Design Methods

MONDAY MAP

PURPOSE

01# SAVE LIVES

HACK + THE CRISIS

FINLAND

02# SAVE COMMUNITIES

03# SAVE BUSINESSES

#HACKTHECRISISFIN

COMMUNITY BUILDER
Designing communities for change

Ghost

Moonshot Mission

Ghost

Projekti lyhyesti

G

Alkuperäinen haaste:

"Ihmiset eivät voi enää matkustaa ja kokoontua. Kuinka Helsinki voi markkinoida itseään tapahtuma-alustana uudessa tilanteessa ja säilyttää asemansa ihmisten mielissä?"

G

PROJEKTIN TOTEUTUS

(1) Brief 1.4

(2) Konsepti 1.4–15.4

(3) Sisällön suunnittelu ja tarkennukset
15.4–30.4

(4) Muutokset ja käännökset
30.4–10.5

(5) Versio 1.0 valmis 11.5

TYÖRYHMÄ

Leena Lassila
Vappu Mänty

Jussi Tapio / Ghost
Miikka Leinonen / Ghost
Juho Hiidenmaa / Bright Finland

Helsinki

Projektin lopputulokset

1 **Kattava näkemys** siitä kuinka virtuaali- ja hybriditapahtumat toteutetaan onnistuneesti.

2 **Konsepti** jolla Helsinki **"ottaa omistajuutta"** myös virtuaalitapahtumista. Opas tapahtumien suunnittelijolle onnistuneiden tapahtumien toteuttamiseen.

3 **Konkreettista apua** Helsingin ja lähialueiden tapahtumaekosysteemille.

4 Konsepti jota voidaan **hyödyntää kaupungin omissa tapahtumajärjestelyissä**.

5 Lähtökohdat jatkuvasti **kehittyvälle sisältökokonaisuudelle** ja sen **viestinnälle**

Helsinki Method for Meetings and Events

Helsinki

Introduction
New possibilities for events

Helsinki

Helsingin tarjoama **suunnitteluopas** virtuaali- ja hybriditapahtumien järjestämiseen.

Virtuaaliset ja fyysiset tapahtumat eivät ole kilpailijoita vaan toisiaan täydentäviä. **Kohtaamisten kirjo laajenee.**

Kattava sisältöstrategia ja huolellinen suunnittelu ovat keskiössä myös virtuaalitapahtumissa. Suunnittelun tärkeyttä lisää se että tapahtuma ei ole fyysisten puitteiden kautta kontrollissa.

Tapahtuman kirkas **tarkoitus**, oikein valitut **metodit** ja **osallistujien kunnioittaminen** keskiössä.

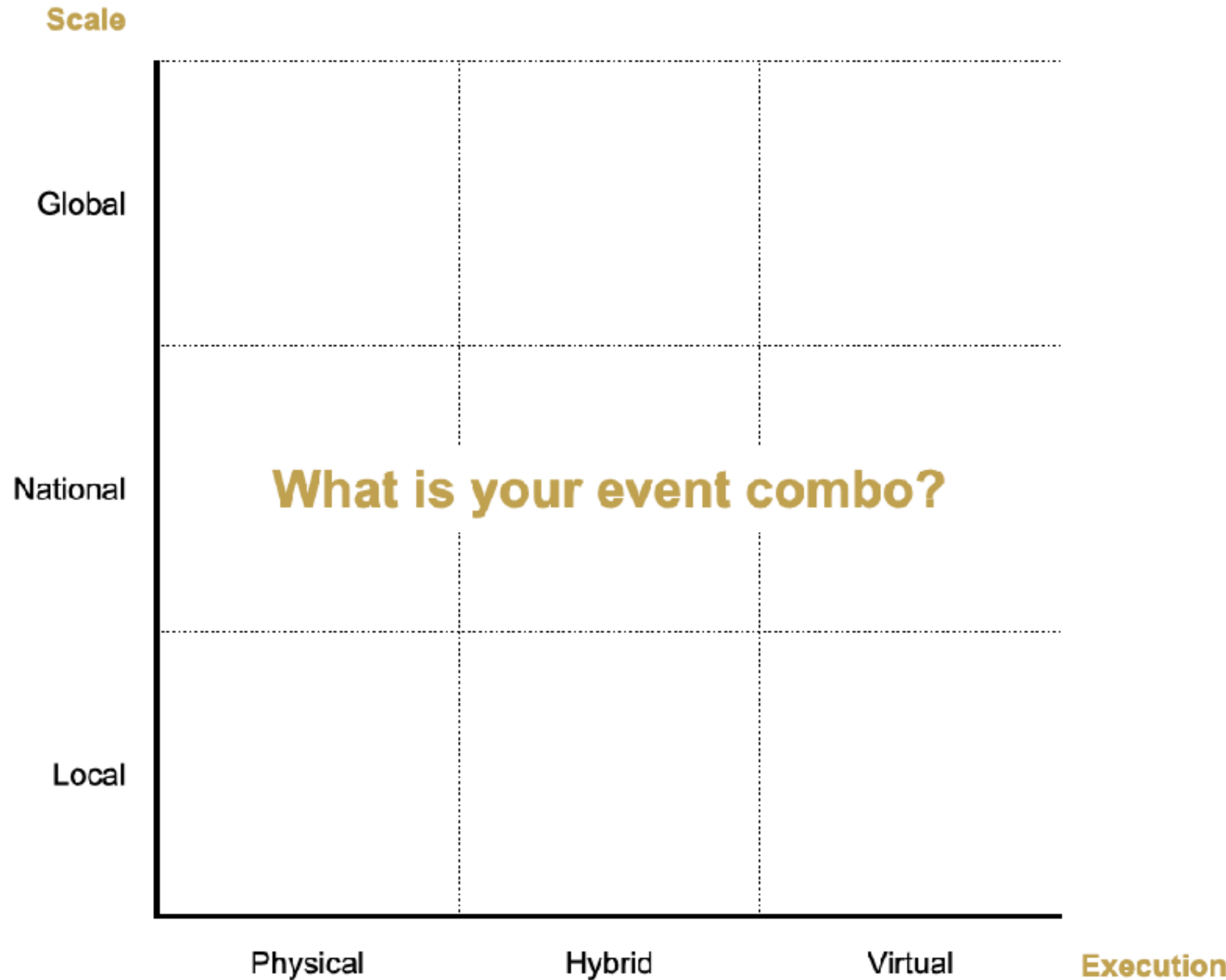Virtuaalisissa ja hybriditapahtumissa on **erilaisia rooleja** kuin perinteisissä tapahtumissa

Introduction
New possibilities for events

Scale

Global

National **What is your event combo?**

Local

Physical   Hybrid   Virtual   **Execution**

Helsinki

Introduction
New possibilities for events

Helsinki

KEY ROLES IN A VIRTUAL EVENT

VIRTUAL EVENT DIRECTOR

Grasps the big picture and available environments. Leads the execution from start to finish.

PROJECT MANAGER

Keeps the schedule, budget and goals in order.

VIRTUAL CONTENT PLANNER

Masters different methods and plans the content to suit a virtual environment.

COMMUNITY MANAGER

Understands the participants' needs and skills. Acts to support the formation of an event community before, during and after the event.

HOST

Charismatic and competent. Steers the mood and progression of the content.

FACILITATOR

Masters the techniques and content for engaging people. Gets them to do things they could never do on their own.

CO-FACILITATOR(S)

Practical support for engagement, so a scattered group works successfully in groups.

COMMUNICATIONS SPECIALIST

Knows when a situation needs to be communicated and masters digital channels. Ensures information is available when needed.

TECHNICAL CO-FACILITATOR

Masters digital engagement tools. Supports facilitators in technical issues, so they can focus on supporting participants.

VIRTUAL EVENT TECHNICIAN

Masters the technology, making sure it is fully harnessed to achieve the event's goals.

COMMUNITY TECHNICAL SUPPORT

Masters the technology and supports participants in using it efficiently.

7 must-do's

Keep your eyes open and search for new angles

1 Instead of competing with infinite static content on the Internet, give participants a chance to be part of the content.

2 Create value that stems from interaction.

3 Keep one-way elements short, so participants don't lose interest.

4 A virtual event means you can break up the timeline. Think about it as a stream of encounters.

5 Provide opportunities for interaction that serves participants, including informal interaction.

6 Participants are the event's most important content. Serve the community of participants.

7 Make sure you identify the needs of participants. Communicate and enable communication.

CONTENTS

Introduction
New possibilities for events

What is Helsinki
Method?

Helsinki

Take action

Helsinki breeds a culture of openness, respect and collaboration. It means that we can all participate in change. Helsinki Method encourages to take enthusiastically part in action and **co-create desirable futures**.

Be equal

Give everybody a voice. Finland is one of the most equal societies in the world, and in Helsinki we believe and support equal opportunities for everyone. Talent knows no gender, age, religion or skin colour. Anyone can make an impact on any scale.

Core of the Helsinki Method for Meetings and Events

Feel at home

To liberate genuine creativity for new innovations, we need structures. Helsinki is the happiest city in the happiest country of the world. It ranks the highest in liveability, work-life balance, safety, lack of corruption and education. **Trust in the physical environment enables people to be genuine and open.**

Be fragile

Helsinki is a **city built on trust** - an open and transparent society that is used to sharing, caring and learning from and with others. Have the courage to loosen up control – it may lead into an even greater reward. **Let people be the content**.

…..In both physical and in digital presence

CONTENTS

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New possibilities for events

What is Helsinki
Method?

BUILDING AN EVENT

WHO?   (1)   Who is coming?

WHY?   (2)   What are the goals?

HOW?   (3)   How to plan an event with Helsinki Method?

(+)   Event Basics 101
Helsinki Event Resources

Helsinki

Who?

Why?

How?
Helsinki Method for Meetings and Events

Start with who

Planning the content of an event begins by defining the participants, i.e. event community. As virtual events require strong interaction, community is often more relevant than in traditional events. The motives and passions of the participants need to be identified whether they are a predefined group including for instance an organisation's employees or separately chosen for the event.

If the community's motives, needs and timetables differ, creating separate elements for smaller groups should be considered instead of including all of the participants around the same content at the same time.

The participants' motives, expertise they wish to share, deeper needs and expectations towards the event need to be identified carefully. This creates a foundation for planning and building a successful event. The following three tools can be used to create an overall view of the group of participants.

Identifying the group of participants and their characteristics provides a basis for planning an excellent event that serves them. By identifying these elements, you can set the right goals for the event and build the content accordingly.

Why?

Once you have defined the characteristics of the participants, you need to clarify the purpose of the event. Why should the event be arranged? What purpose does it serve? The purpose might be to inspire, share knowledge, co-innovate, reward participants, increase awareness or a positive image, or solve a joint challenge. An event always seeks some form of change either in the behaviour of the participants or the event's followers. What change is sought? Often an event has a number of intentions, but there can only be a few key goals.

The elements need to serve the purpose of the event. As a result, the content cannot be determined before the purpose is identified properly. Virtual events make use of a wide range of elements, so identifying the purpose is at least as important as in traditional event production.


Identifying and documenting the purpose of the event ensures that the organising parties are on the same page about the sought change. When the goals are documented clearly, communication is easier and the quality of the event is improved.

How?

When the purpose of the event and role of the participants are clear, the contents for attaining the goals and serving the participating community in the best possible way can be determined. How do I keep the participants interested? How can I engage them? What role does sharing information play? How much responsibility do I dare give to participants for the course and content of the event?

As mentioned before, a virtual event cannot compete with the Internet in offering static content. One-way declarations and presentations should be in the form of recordings that are available to participants when it suits them. Virtual events that do not allow participants to continuously influence the course and content rarely succeed.

A successful event needs to make use of diverse methods. Participants soon get bored if the content is repetitive. With the right methods, the organiser reaps the desired results and the participants are willing to invest their time also in the future.
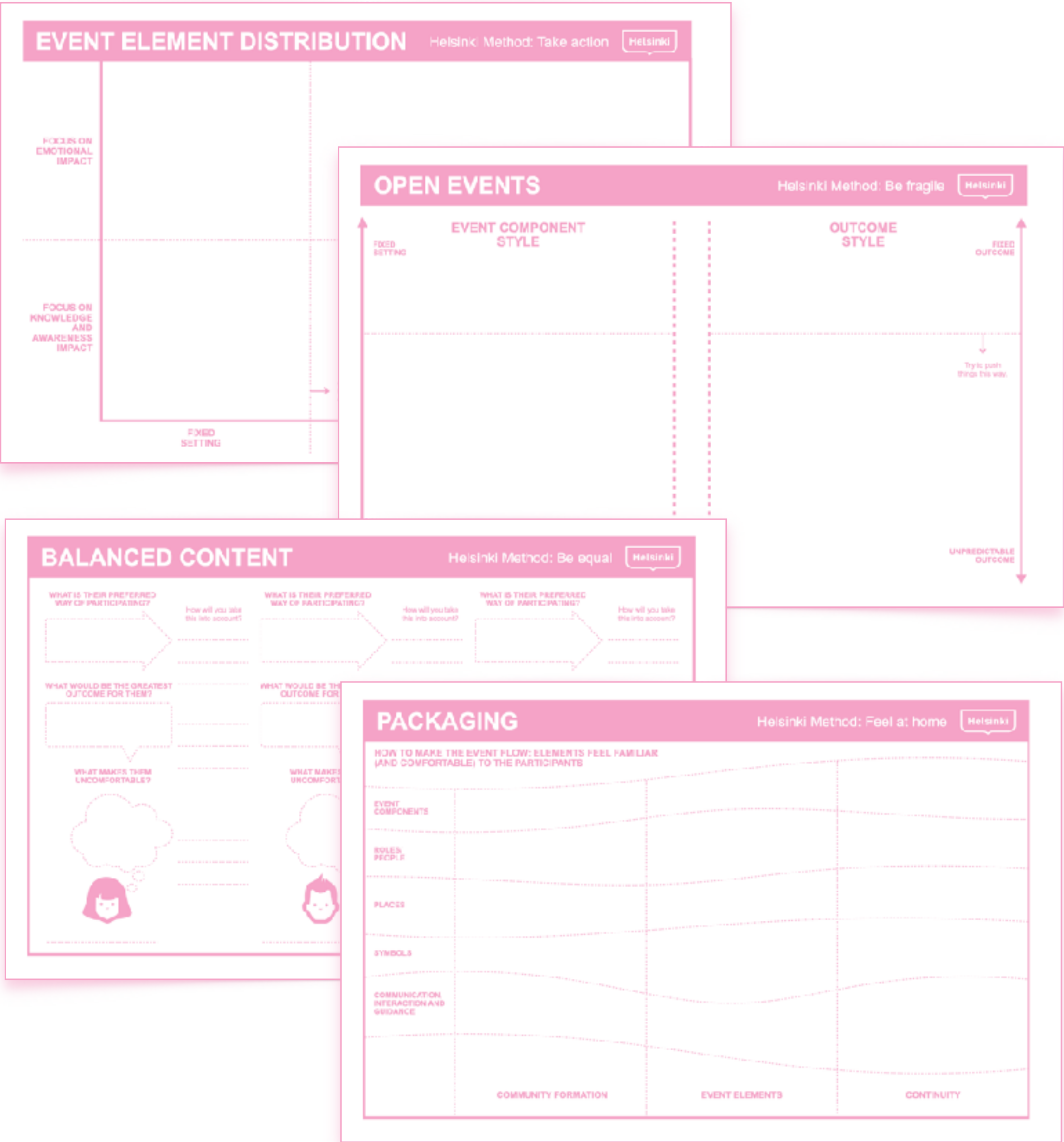
TAKE ACTION

When planning the event elements, remember that different elements have different impacts on the community.

Some elements aim to share information while others seek to affect emotions. Methods can be highly controlled or give the floor to participants.

In a virtual event, methods that are strictly controlled and aim for one-way communication need to be kept to a minimum. Latest tools allow effective online networking.

Helsinki Method for Meetings and Events is based on encouraging increasingly open collaboration. Making sure the event has emotional impact is another focus.

Event component distribution

Focus on emotional impact

Focus on knowledge and awareness impact

Fixed setting

Open collaboration

Examples

Lecture

Exhibition

Helsinki

Cocktail reception
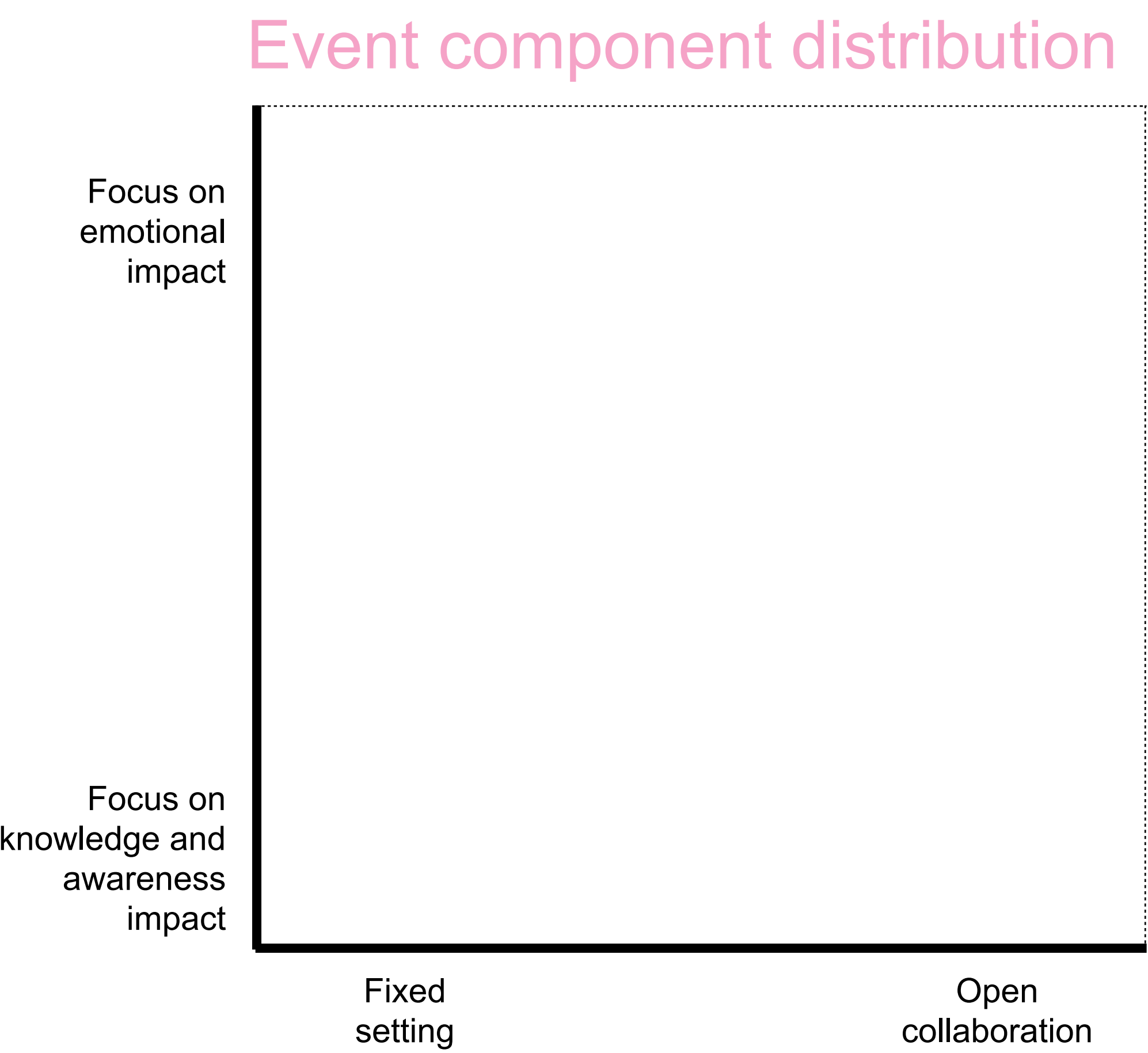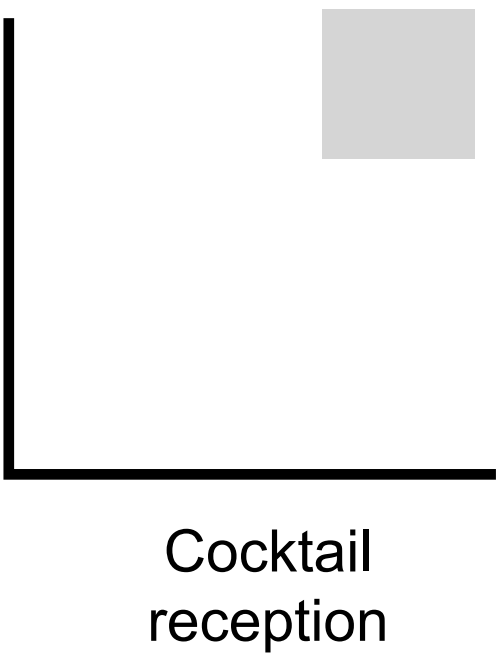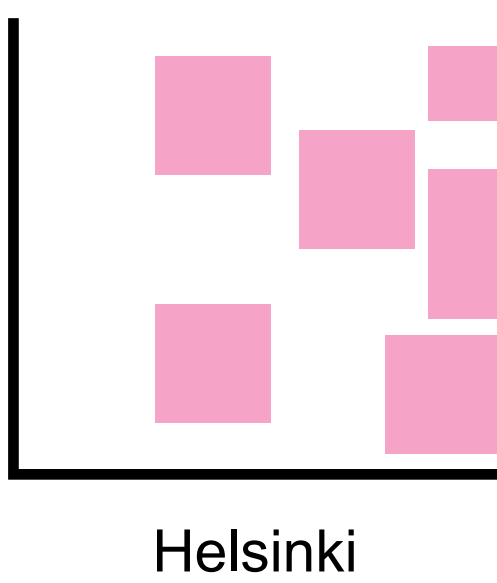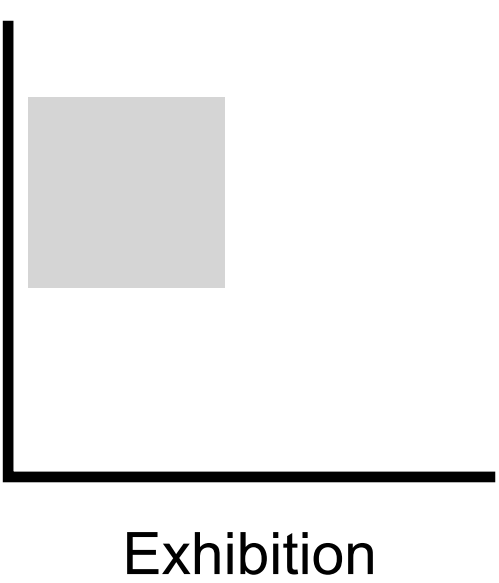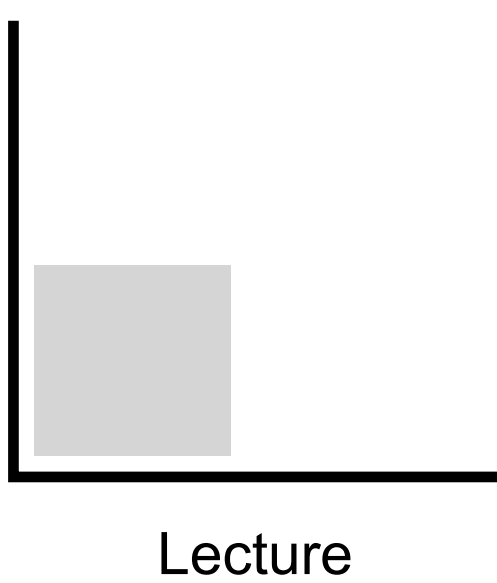
EVENT ELEMENT DISTRIBUTION

Helsinki Method: Take action

Helsinki

FOCUS ON EMOTIONAL IMPACT

FOCUS ON KNOWLEDGE AND AWARENESS IMPACT

1

List the elements of the event and place them on the matrix.

2

Make sure the event elements support the main goal of the event. In order to keep the audience's attention, ensure you have enough elements that support open co-creation.

Aim to have more elements on this side.

FIXED SETTING

OPEN CO-CREATION

BE FRAGILE

Let people be the content. It can be a big risk, but bring an even greater reward.

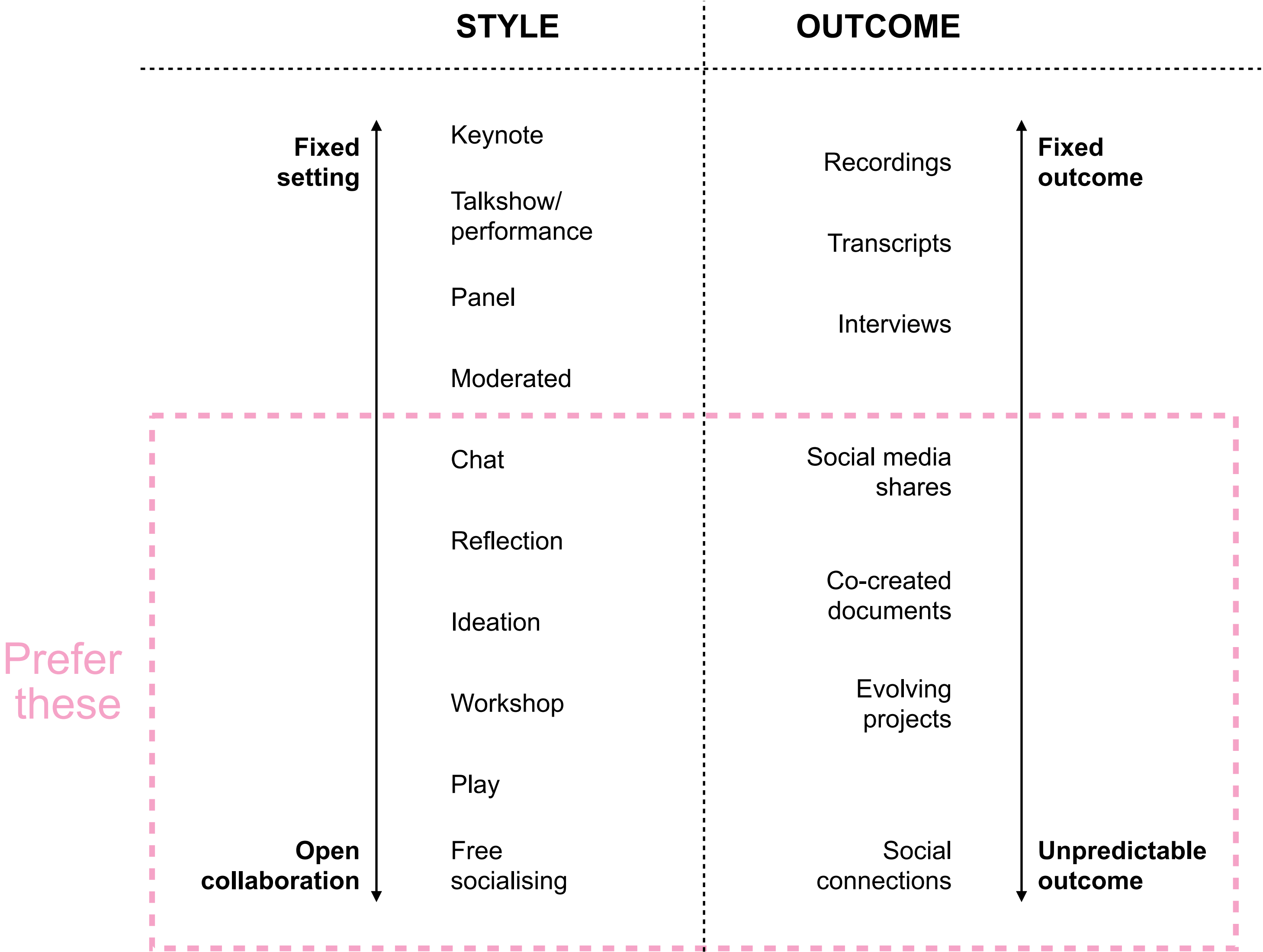The Internet abounds in one brilliant presentation and charismatic performer after the next that virtual elements simply cannot rival especially with static content. The emotional charge of the moment is difficult to recreate in a one-way form in an environment with a limitless amount of content.

Often wisdom arises from interaction. It may feel risky for the event organiser, as the end result is difficult to control. But encouraging collaboration is reflected in the event's outcomes. When participants get to collaborate, the results are more creative and the community is more ready to commit to them.

STYLE	OUTCOME
Fixed setting	**Fixed outcome**
Keynote	Recordings
Talkshow/ performance	Transcripts
Panel	Interviews
Moderated	
Chat	Social media shares
Reflection	
Ideation	Co-created documents
Workshop	Evolving projects
Play	
Open collaboration Free socialising	Social connections **Unpredictable outcome**

Prefer these

OPEN EVENTS

Helsinki

EVENT COMPONENT STYLE

FIXED SETTING

OUTCOME STYLE

FIXED OUTCOME

Try to push things this way.

OPEN COLLABORATION

UNPREDICTABLE OUTCOME

1
Make a list of the event's components and place them along the line according to how controlled they are from the organisers viewpoint.

2
Specify the desired outcomes of the different event components. Place them along the line according to how surprising you think the results will be from the organiser's viewpoint. Aim for open interaction.

3
Estimate whether the event components are in the right balance relating to the goals. Be bold.

BALANCED CONTENT

Helsinki

WHAT IS THEIR PREFERRED WAY OF PARTICIPATING?

How will you take this into account?

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How will you take this into account?

WHAT WOULD BE THE GREATEST OUTCOME FOR THEM?

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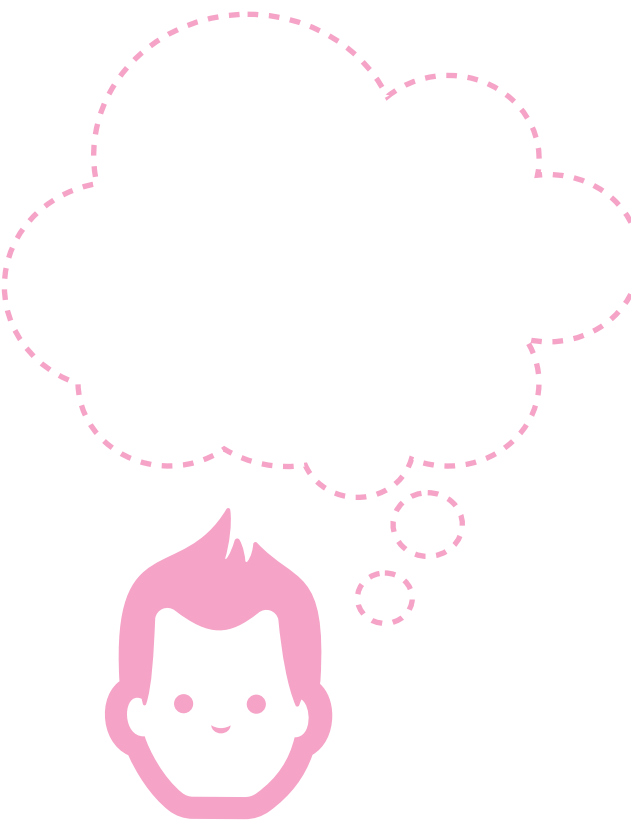
WHAT WOULD BE THE GREATEST OUTCOME FOR THEM?

WHAT MAKES THEM UNCOMFORTABLE?

WHAT MAKES THEM UNCOMFORTABLE?

WHAT MAKES THEM UNCOMFORTABLE?

3

Think about how you can take their expectations into consideration when planning the event.

2

Put yourself into the participants' position. What makes them uncomfortable? What are their wishes? How would they like to participate?

1

List the key groups of participants.

PACKAGING

Helsinki

HOW TO MAKE THE EVENT FLOW: ELEMENTS FEEL FAMILIAR (AND COMFORTABLE) TO THE PARTICIPANTS

	COMMUNITY FORMATION	EVENT ELEMENTS	CONTINUITY
EVENT COMPONENTS			
ROLES/ PEOPLE			
PLACES			
SYMBOLS			
COMMUNICATION, INTERACTION AND GUIDANCE			

1

List ways to make the event familiar to the participants in different phases. How can you make it resemble something they already know?

2

Go through the event concept multiple times during the preparation process and make sure there are no elements the participants do not understand or find uncomfortable.

Don't try to push too many new ideas for the participants.

E.g., If the participants are used to register using email and a credit card, don't switch to Telegram and Paypal.

Summary for briefing

Shared understanding between various parties and as a brief

SUMMARY FOR BRIEFING

Helsinki

WHO

WHY

WHO ARE THE PARTICIPANTS?

WHY ARE THEY THE MOST RELEVANT?

WHAT DO THEY NEED FROM THIS EVENT?

WHAT IS THEIR PREFERRED WAY OF PARTICIPATING?

HOW

HOW DO YOU DISTRIBUTE YOUR EVENT ELEMENTS?

Focus on emotional impact

Focus on knowledge and awareness impact

Fixed setting

Open co-creation

HOW DO YOU ENSURE EVERYONE IS COMMITTED TO THIS BRIEF?

WHAT ARE THE CONTENTS AND PROJECTS THIS EVENT WILL CREATE?

In peoples' Awareness

In peoples' mindset

In peoples' actions

For the big goal to happen, what needs to change?

WHY DO YOU WANT TO BUILD THIS EVENT?

What kind of change are you looking for?

List of Helsinki Method event resources and enablers

https://www.myhelsinki.fi/en/go-virtual-and-support-your-local

Ratkaisu kiteytetysti:

Helsingillä on nyt konsepti jolla "uuden normaalin" aikana voidaan profiloitua ja näyttää esimerkkiä tapahtumien järjestämisessä maailmalle.

Käytännön työkalu, Standardi?

Tukea paikallisille tapahtuma-alan toimijoille.

G

Kommentteja, kysymyksiä, keskustelua?

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