

MILLENNIAL MINDSET

Designing programs for a multigenerational workforce. A joint study by Prevue and the Incentive Research Foundation

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With all the buzz about how Millennials are changing the workplace, how are they shifting planners' meeting strategies? What kinds of destinations and activities motivate this group—defined as being between the ages of 18 and 34—vs. the generations before them? And what special considerations are planners making as they create incentive experiences for today's multigenerational workforce?

Prevue magazine recently completed a joint research study with the Incentive Research Foundation of 128 meeting planners and IRF supporters across multiple industries (pharmaceutical, financial, technology, etc.) to determine how they were adjusting their programs with the youngest generation in mind. A full 77 percent said they see generational demographics as changing the way they plan events in the next 2 to 5 years.

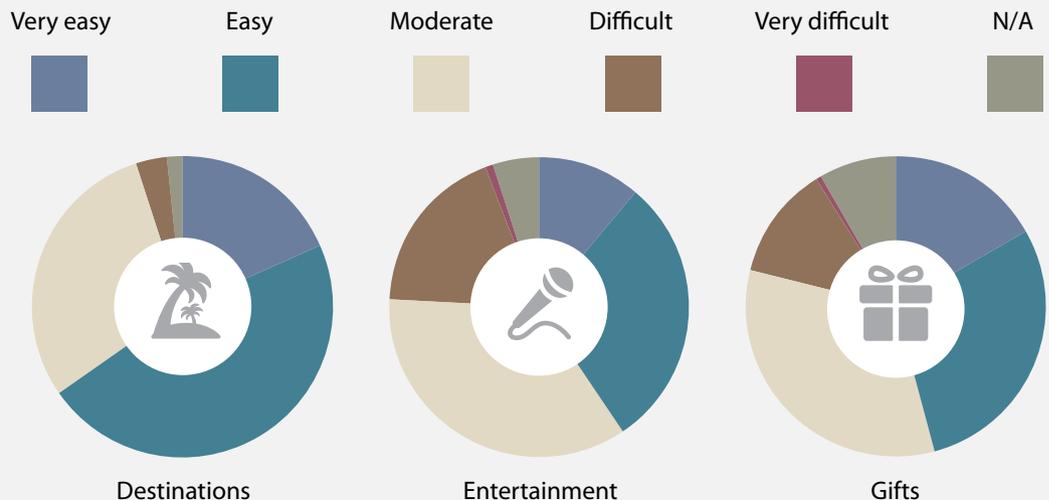
The topic remains important to planners regardless of their industry or tenure. While the average respondent to the survey itself was a well-tenured Baby Boomer with programs in the 100- to 500-attendee range, the survey showed that planners were relatively aligned on the topic regardless of their personal generation, longevity in the industry, or program size.

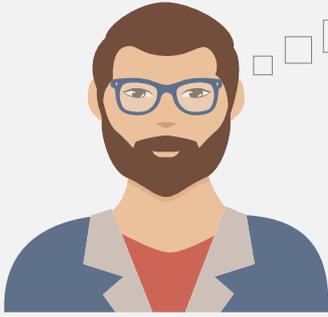
Strategies for changing events to accommodate generational differences include:

- Using different communications modes (social media, telephone, email) for different generational audiences
- Revising the event web site to engage Millennials
- Changing up the networking opportunities and social venues
- Changing profile for the destination (from sun and fun to mountain and extreme activities)
- Including property brands that appeal to Millennials
- Creating different focal areas within an event (e.g. jazz near the bar, DJ by the pool)
- Offering special technology to engage Millennials (GoPros, etc.)
- Offering different speakers that appeal to different generations.

The aspects of their meetings that are getting the biggest makeover to engage Millennials are activities (78 percent), entertainment (72 percent), social media and communications (60 percent), event tech (56 percent), speakers (55 percent), food and beverage (53 percent) and gifts (52 percent). Interestingly, only 43 percent of respondents said they were adjusting meeting formats and only 31 percent were changing the content of the meeting itself.

HOW DIFFICULT IS IT TO FIND THE FOLLOWING SERVICES THAT WILL APPEAL TO MILLENNIALS?





PLANNERS...

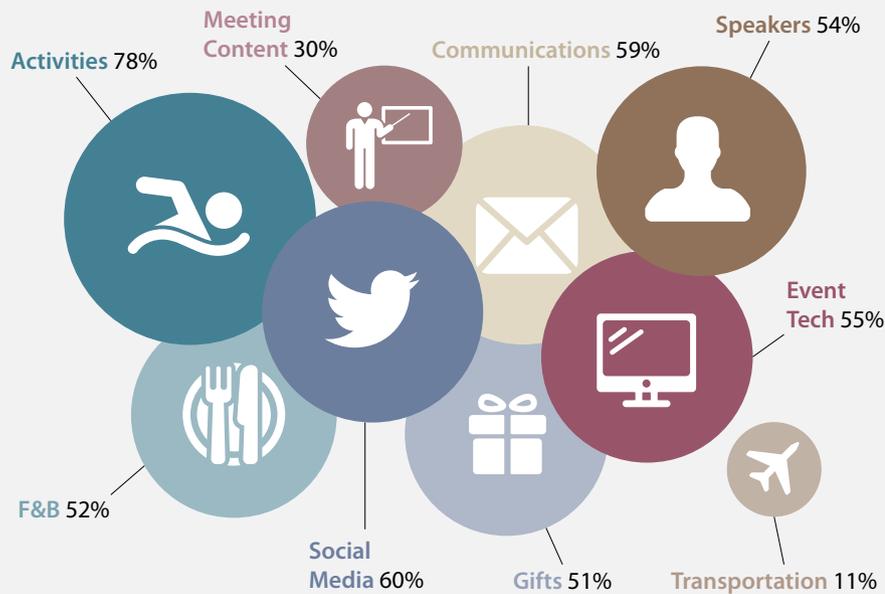
50% agree that life stage is more important to planning than participant's generation.

55% think that creating cross-generational event planning teams is effective.

84%

think that using different communications modes (social media, phone, e-mail) for different generations is effective.

PROGRAM ELEMENTS MOST FREQUENTLY ALTERED TO ENGAGE MILLENNIALS



TOP THREE STRATEGIES FOR INCENTIVE PLANNERS

- 1 Splitting the incentive trip to appeal to different generations
- 2 Including property brands that appeal to Millennials
- 3 Changing the profile for the destination (from sun and fun to mountain and extreme activities)

However meeting format and content do appear to be an upcoming consideration for planners. Many of the open-ended responses to the survey addressed changes like room layouts, shortening the length of speakers, and varying content to appeal to a more diverse group of attendees.

Surprisingly, when it comes to incentive trips, some companies had gone so far as to create totally separate trips to appeal to different generations. When asked to rate the effectiveness of that decision, it scored the highest among all the changes made—a 3 on a scale of 1 to 5, with 5 being the most effective.

How to Create Broad Appeal

The challenge for many planners appears to be including elements in a program that bring the four generations together at events. The vast majority (90 percent) are choosing destinations with everyone in mind and 70 percent said they were designing themed events that appeal to all.

A little more than half (54 percent) of respondents were tailoring their teambuilding to all generations but just around a third had tried the following: cross-generational CSR events (36 percent), competitions that involve cross-generational teams (35 percent), and creating cross-generational planning teams (32 percent). However,

none of those techniques were rated higher than a 2.5 on a scale of 1 to 5 in effectiveness.

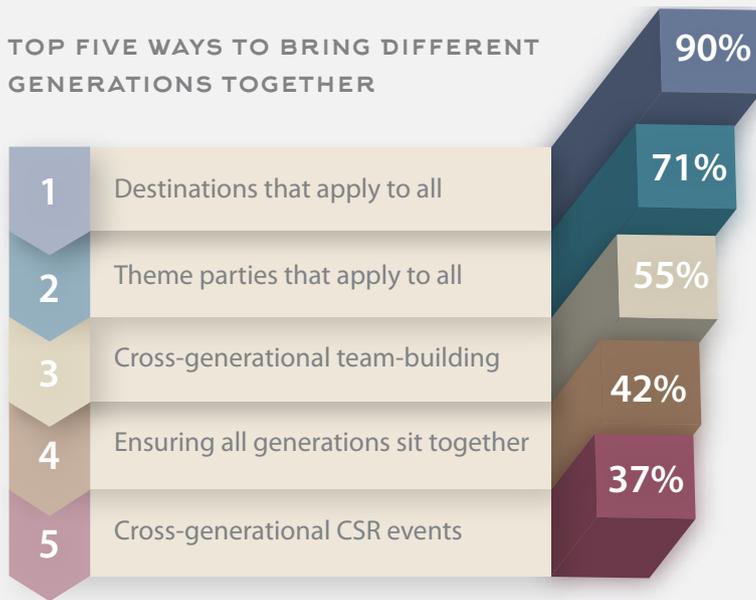
Planners' broad use of the many different techniques queried in the survey coupled with their relatively low effectiveness ratings reveal a time of experimentation in the planning field. While the topic remains important to the vast majority of planners, no consensus or silver bullet has yet emerged for best practices in the area. One area that might change that: the on-going use of personalization data available to planners.

Looking toward the future, 65 percent of respondents felt that planning and creating an event to engage a diverse generational group was going to be a challenge over the next two years and 56 percent were concerned about having the budget to do so. The areas where planners felt the most change was needed were in the technology they provide and use for their events (52 percent), social media supporting them (51 percent), the actual experiences at the event (49 percent) and the networking and social venues (46 percent).

METHODOLOGY

Prevue and The Incentive Research Foundation conducted an email survey of Prevue readers and IRF supporters for a three-week period beginning July 14, 2015. The results are based on 128 usable responses.

TOP FIVE WAYS TO BRING DIFFERENT GENERATIONS TOGETHER

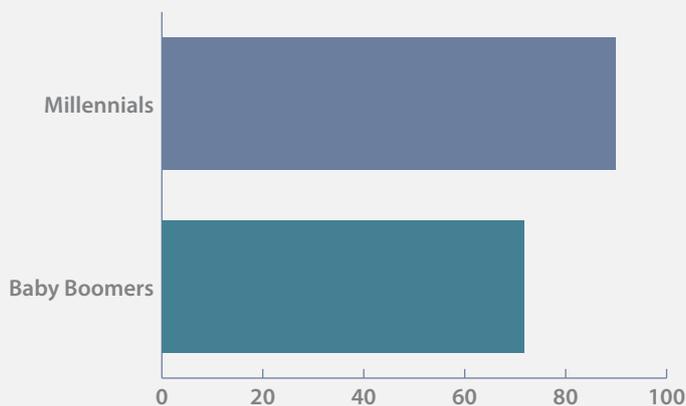


FIVE EFFECTIVE TECHNIQUES

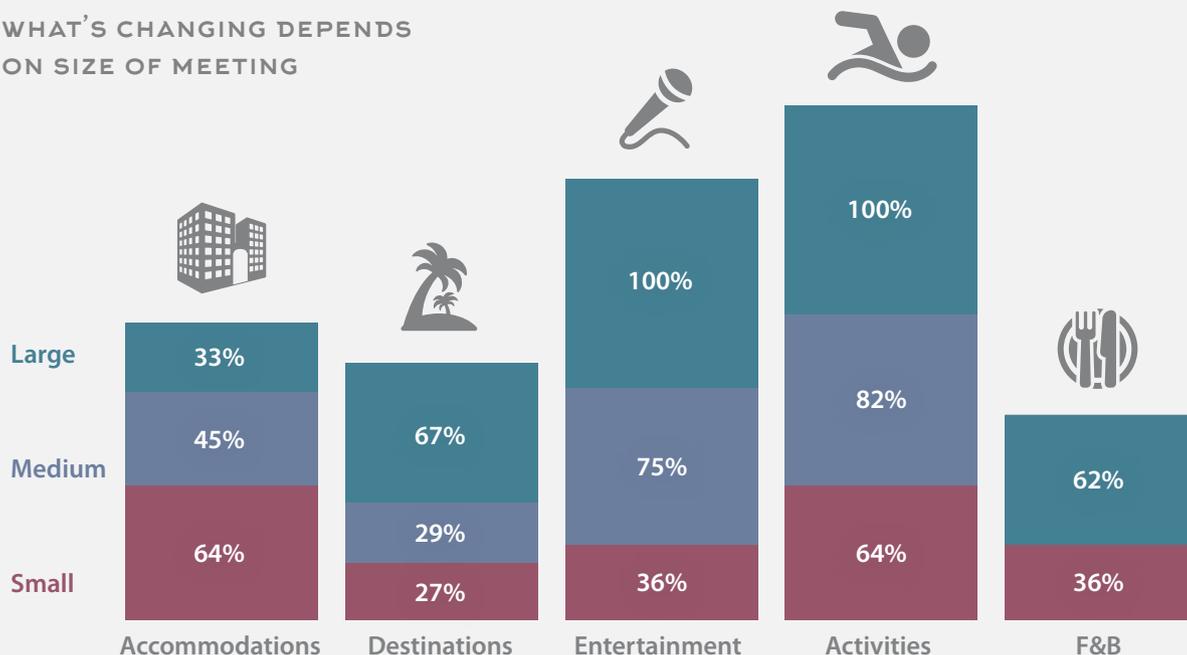
- 1 Cross-generational CSR events
- 2 Ensuring that members of all generations sit together at events
- 3 Cross-generational mentorships
- 4 Creating cross-generational planning teams
- 5 Competitions that involve cross-generational teams

MILLENNIAL VS. BABY BOOMER PLANNERS

Do you see generational demographics changing how you plan events for your groups over the next 2-5 years?

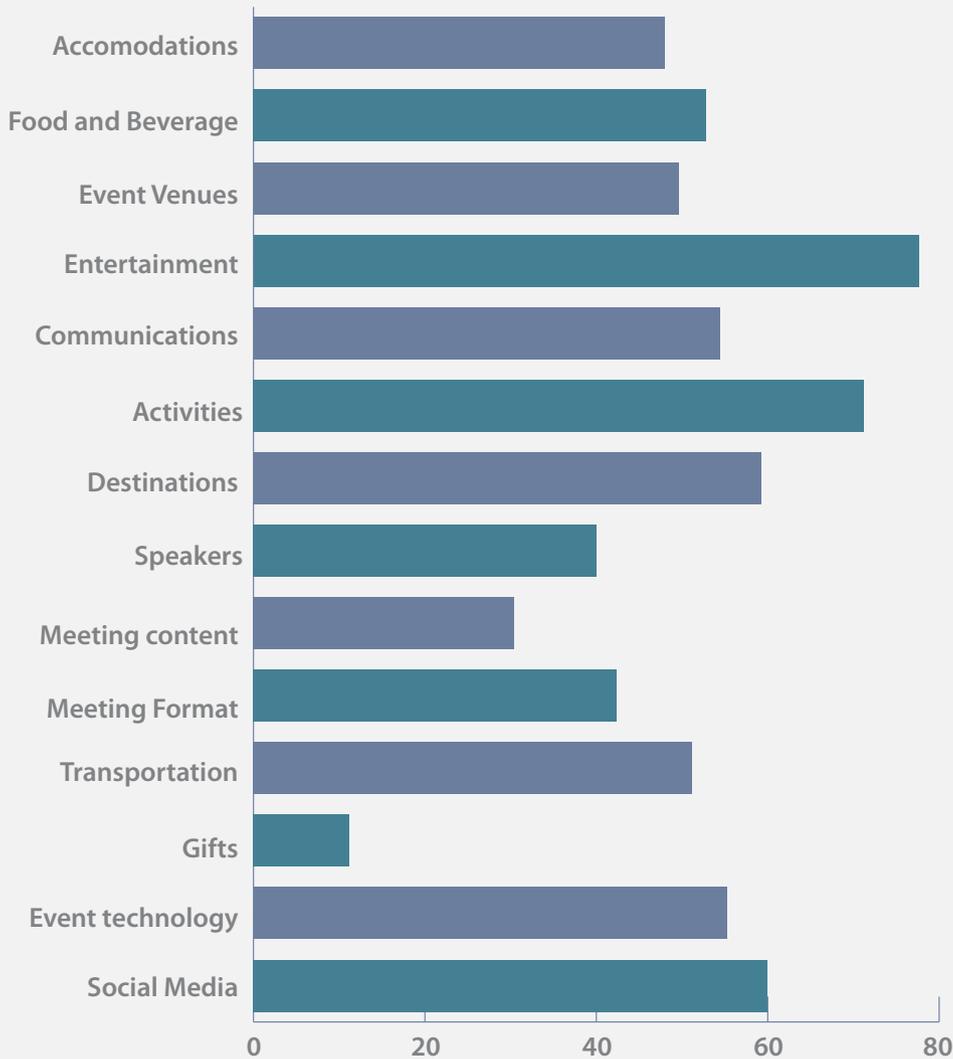


WHAT'S CHANGING DEPENDS ON SIZE OF MEETING



KEEPING MILLENNIALS IN MIND

Which of the following elements of your program have you altered or adjusted to engage your Millennial attendees?



OUR READERS SAY

What changes will you make to your incentive program over the next two years?

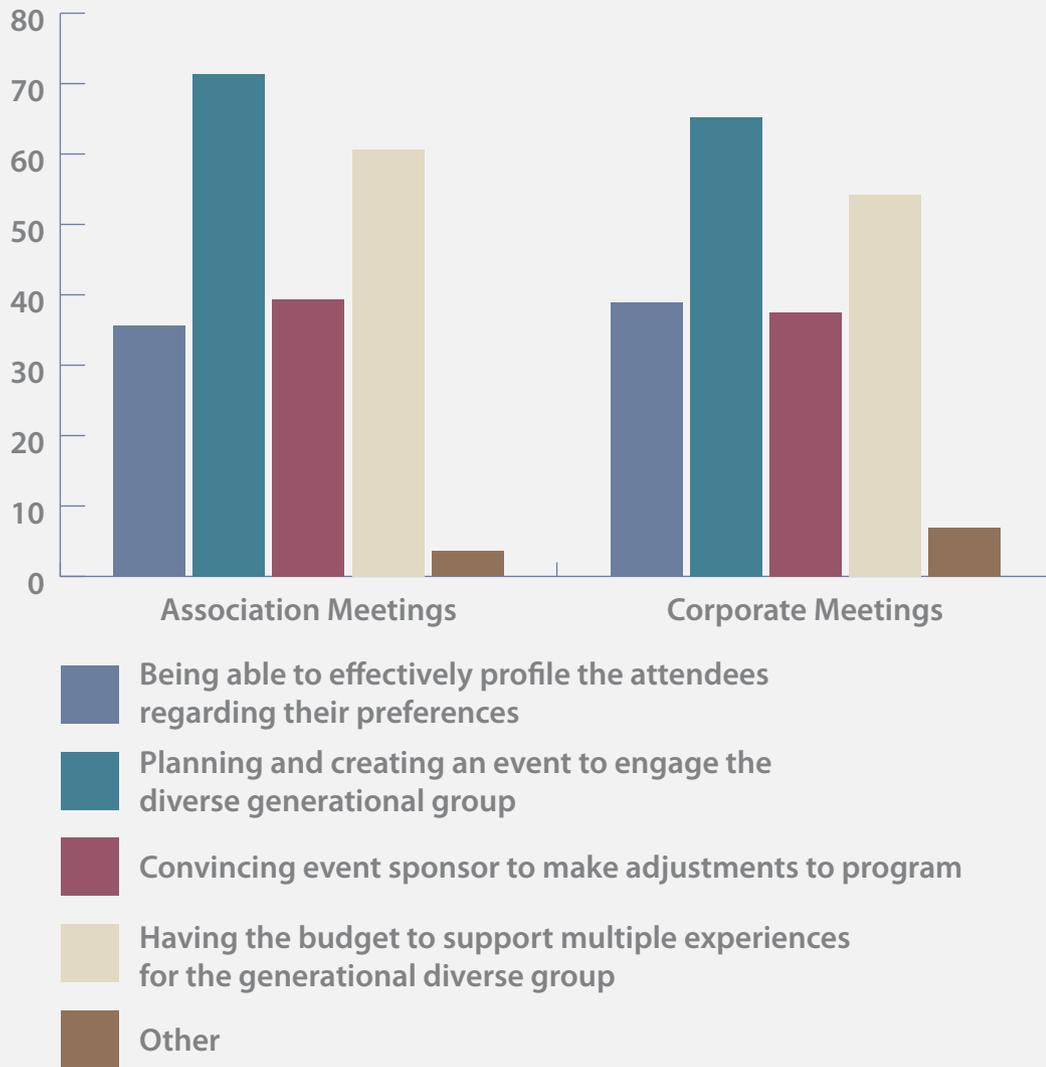


“Offer more choices:
choice of activities,
choice of amenities,
diverse food stations
vs. sit-down dinners”

“Integrate social
media before,
during and after”

DIFFERENT MEETINGS, SAME CONCERNS

What will be the most challenging aspects of changing generational demographics in planning and operating events over the next two years?



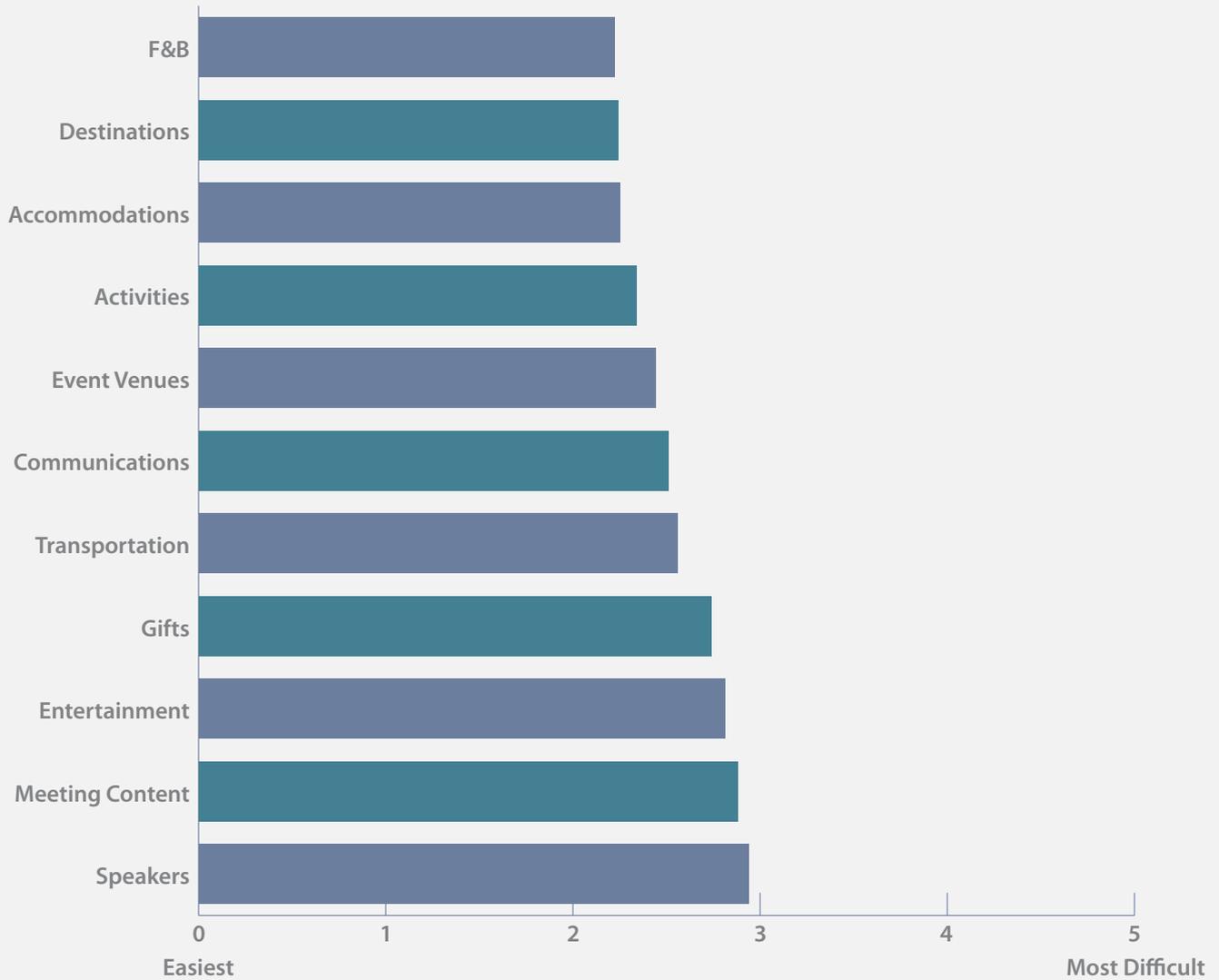
“Choose speakers that are collaborative rather than one-directional”

“More flexible activities and more free time”

“Add more entertaining and inspiring CSR experiences”

CHANGE ISN'T ALWAYS EASY

On a scale of 1 to 5 (with 1 being the easiest and 5 being the most difficult) how difficult is it to find the following venues or services that will appeal to multiple generations?



“Shorter programs—
younger professionals
prefer getting back to
their customers after
three or four days away.”

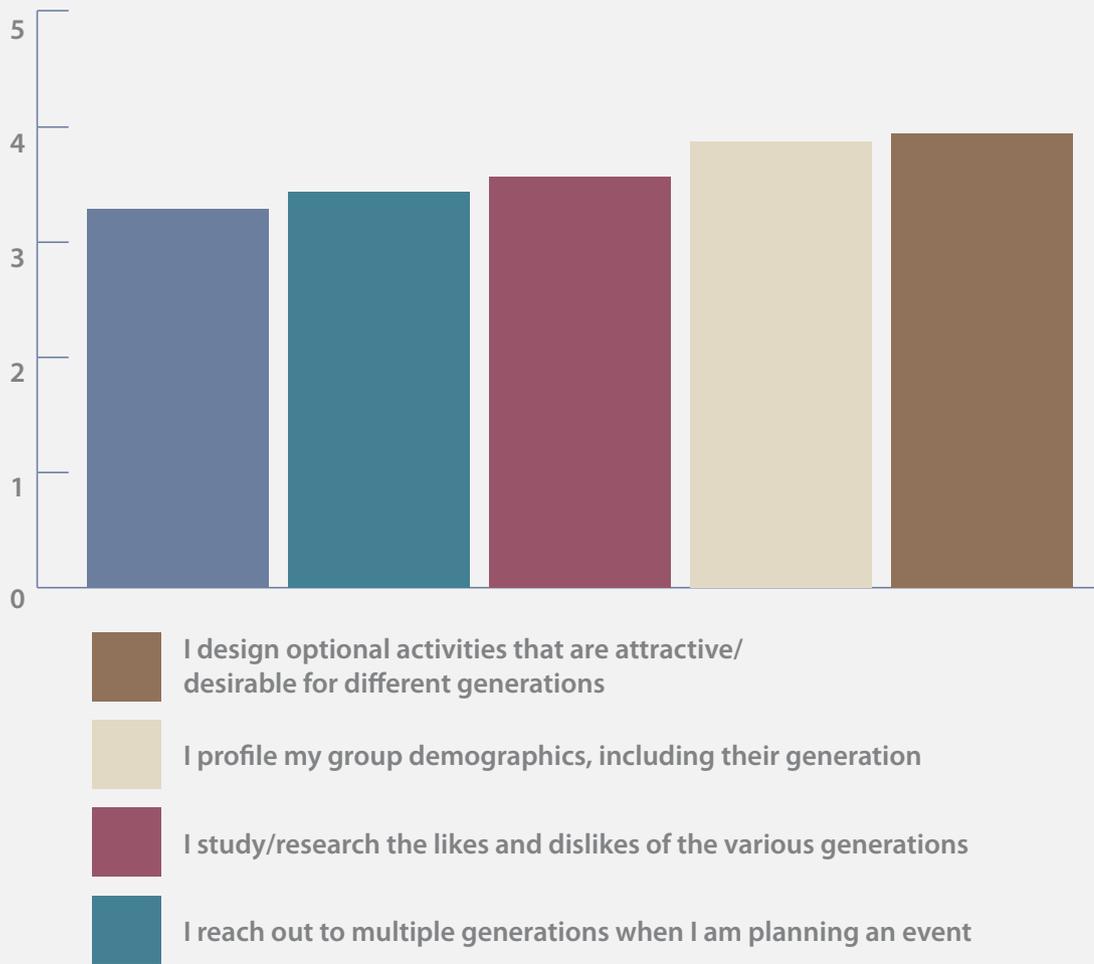
“Adventure trips
instead of beach
and relaxation”



“More event apps
and gamification”

STEPS TO TAKE

Indicate how much you engage in the following activities (with 1 being the least engaged and 5 being the most engaged)



BEGINNERS VS. PROS

Percentage of planners who agree with the following statement:
"All of the discussion regarding generations and meetings is overrated"

