

# The unexpected reason corporate events fail



“This *inspiring* event makes me want to *step up my game*.”

(Choose one)

RIDICULOUS • AWESOME  
BORING • INSPIRING • LAME

(Choose one)

STEP UP MY GAME • GO ON A TWITTER RANT  
CLAW MY EYES OUT • AIM FOR THE CORNER OFFICE  
UPDATE MY RESUME

When corporate events fail, organizers agonize over the reason. Was it cheap swag bags? The speaker's laryngitis?

The unexpected truth is that many planners neglect to consider and control the emotional element of the event.

Stick with us.

**Attendees will have an emotional reaction to your event.**

*Guaranteed.*

The question is:  
What kind of emotion will it be?

Will it be boredom?  
Indifference?  
Loathing?  
Resentment?

Or will it be joy, anticipation, inspiration, empowerment, or any other feeling that can help steer you toward your business goals?

Without the right kind of emotions involved, events are little more than talking heads and overpriced food.

At best, they're forgettable.

At worst, they're dreaded.

Events require a major outlay of resources. Make sure you're investing wisely. Infuse your event with the *right* kind of emotion. The key is to be strategic and deliberate.

Start with a simple question:

*How do you want your audience to feel?*

The answer should stem from your unique goals. Sometimes a successful event means everyone leaves feeling laser-focused, resilient and determined. Other times, it means everyone leaves feeling jubilant and ready to shout from the rooftops.

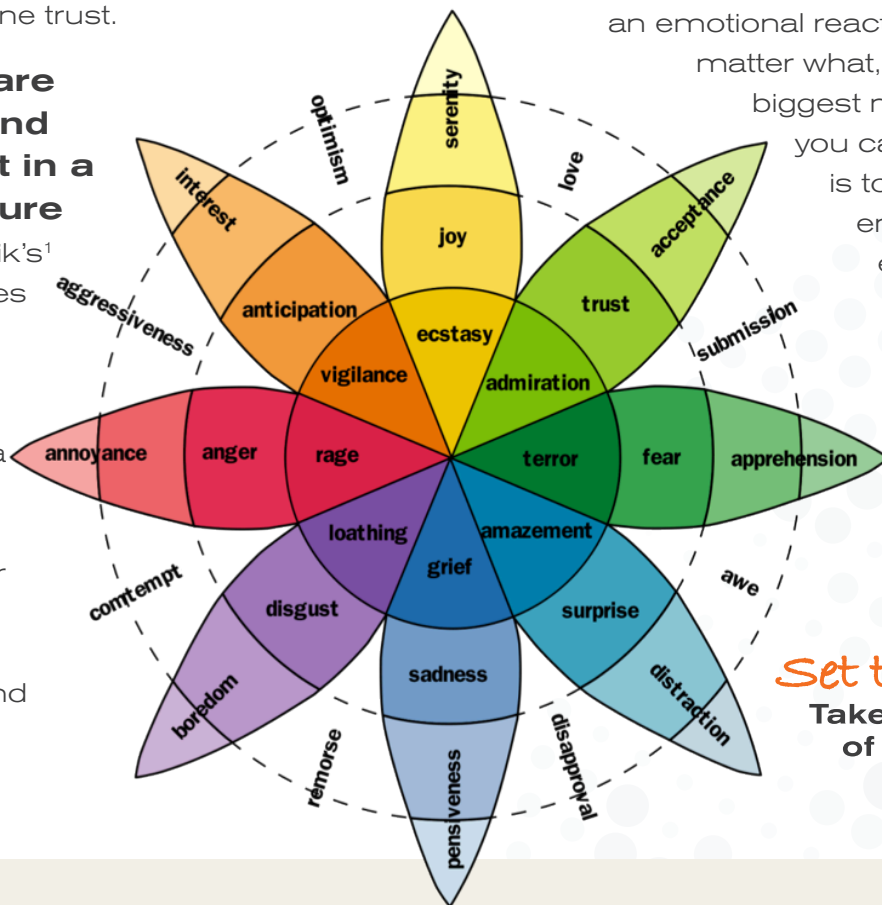
Make emotions work in your favor. Feeling stuck? Consider using Plutchik's<sup>1</sup> model of emotions to refine your direction (see chart), and keep the following in mind:

## 1. Consider the current state of your audience first.

Perhaps your goal is to build trust. That's great—but what if there have been recent layoffs or other trust-breaking challenges? You'll need to choose your path carefully. Directly addressing anger and fear would create a strong foundation for building genuine trust.

## 2. Emotions are complex and rarely exist in a perfectly pure form.

Plutchik's<sup>1</sup> wheel leverages the idea that our current emotional state is often a result of more than one sentiment. For example, optimism is a blend of joy and anticipation.



## 3. Emotions can be experienced intensely or mildly.

While there isn't one ideal way of experiencing emotions, it's important to remember that emotions can feel very different depending on how extreme they are. For example: fear can manifest as anything from mild apprehension to abject terror.

Emotions are tricky. You can't control how people feel, but you can create an emotional experience that aligns with your strategy. Your audience will have

an emotional reaction no matter what, so the

biggest mistake you can make is to ignore emotions entirely.

**Set the stage.**  
**Take command of the narrative.**

**Need help?** Let's continue the conversation.

Email [info@BIWORLDWIDE.com](mailto:info@BIWORLDWIDE.com) or visit [biworldwide.com](http://biworldwide.com).

(For the record, we want you to feel confident, empowered, inspired and prepared.)