

FUSE 2024 INTENSIVE

September 18, 2024 | National Union Building | Washington, DC



AGENDA

**Subject to change*

WELCOME & SETTING THE STAGE

The Fuse Blueprint

Arrive at the Fuse Intensive with a specific event challenge in mind and dive deep into solving it with the Fuse Blueprint as your custom toolkit and guide. We intentionally designed this unique workbook to meld reflection with action, guiding you through innovative community-building strategies for your brand. With focused questions, key insights, and easy-to-implement tactics, it's a tangible framework to transform your approach to event planning. By the end of the day, you'll emerge with a concrete, personalized plan to revolutionize your events and strengthen your organization's community engagement.



Innovation Workshop: Harnessing the Power of Community

Andrew Webster, Vice President, Organizational Innovation, ExperiencePoint

Set the stage for the Fuse Intensive by lighting the creative spark. Community-infused event design can dramatically improve ROI and make events more profitable. Learn how to embrace an innovation mindset to harness that potential for your events – and, more importantly, how to craft a concrete plan to turn ideas into tactics.

You'll learn:

- How to use a “How Might We” framework for creative problem-solving
- How to give and receive constructive feedback to push ideas to the next level
- How to pitch ideas to leadership to secure buy-in

Lightning Lesson Case Study: How Mt. Joy Built a Community Around Food, Shared Values, and Social Impact

Fanny Krivoy, Founder and Creative Director, Analogous



An event is just one part of a bigger brand ecosystem. In this case study, you'll learn how to design inclusive brand experiences from strategy to execution.

Mt. Joy aims to revolutionize the restaurant industry with transparent, regenerative, and humane practices, starting in the Pacific Northwest and expanding nationally. The Seattle-based restaurant group serves simple, craveable, affordable food, grown and delivered to consumers in a way that is healing to the environment, humane to animals, and compassionate to all the workers who bring the supply chain to life.

To spread their message, the Mt. Joy team has built a successful engagement strategy from the ground up, both in-person and online, growing a community not only of happy customers but also farmers, suppliers, and local artists. Learn how Studio Analogous helped the Mt. Joy team find ways to build that network by expressing the values of joy, sustainability, and transparency in every part of the brand experience.

You'll learn the importance of:

- A clear mission
- Community education
- Adaptability for long-term success.
- Quality offerings
- Team morale



Design Workshop: Beyond the Room: The Four Phases of Community

Amy Blackman, Thinking Partner, Spiro

After the last few years of quarantine and chaos, today's audiences are yearning for real, authentic connection. Join Amy Blackman as she teaches a framework for transforming brand experiences into catalysts for thriving communities that sustain themselves far beyond when your event ends – and what dividends both you and your audience can reap as a result.

You'll learn:

- The four phases of community – from mapping to activation and beyond
- Why community is critical to our wellbeing and ability to thrive
- How you can respond to audiences' expectations of brands to foster connection and conversation
- What you stand to gain from being a community designer (Hint: It includes affinity, ROI and more!)

Lightning Lesson Case Study: From Launch Event to Year-Round Engagement, Talking Community to Drive Innovation

Nancy Mastroianni, Head of Growth, HLTH



HLTH has built a dynamic community of healthcare professionals who convene for global events, inspirational content, an online platform, and impact-driven initiatives. Their team believes in the power of community to solve the industry's most pressing issues, bucking the status quo along the way and challenging other leaders to do the same. HLTH Head of Growth Nancy Mastroianni shares her perspective on community. At the end of this session, you'll understand how to fully embrace the concept to grow your brand.



Fuse Forward: Applying Lessons in Social Neuroscience to Community Building

Emma Sarro, PhD; Senior Director of Research, NeuroLeadership Institute

Building community is not just an art – it's also a science. Fortunately, humans are wired to find social connection, which means that people come to events primed to engage in community and build a sense of relatedness. Event managers can harness this innate desire to create environments that foster those essential connections.

The NeuroLeadership Institute transforms organizations by bringing a concrete, science-based approach to growing those skills that optimize the ways in which we work together. Their Senior Director of Research, Dr. Emma Sarro, will bring the science to life by revealing just how critical our sense of community is for our brain's health, and why we should prioritize getting together in person. She'll show us that it's more than just getting everyone in the same room. By leveraging our understanding of the brain, she'll reveal the best brain-based ways to design an event that builds the strongest sense of community.

Solutions Lab: Building Sustainable Communities Through Events

Shakira Johnson, Founder and Chief Impact Officer, Maple & Monroe



What brings people together around a common cause? Find out in this dynamic workshop led by Shakira M. Johnson from Maple & Monroe, a global social impact think and do tank. Participants will discover how to foster deep community engagement and loyalty by integrating social impact and sustainability into event planning. This session will guide attendees through innovative strategies that not only meet environmental, social, and governance (ESG) goals but also create immersive, impactful event experiences. After a brief overview, participants will have the opportunity to workshop their individual goals and then regroup for a debrief and Q&A.

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#infusingcommunity

