Something’s Happening Here

Friday, July 15, 2016
9 – 10 a.m.

Aaron D. Wolowiec
MSA, CAE, CMP, CTA
Founder & President
Event Garde LLC
aaron@eventgarde.com
616.710.1891
@aaronwolowiec
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Biography

Aaron Wolowiec
Founder & President
Event Garde LLC

Michigan native Aaron Wolowiec is a talented and passionate learning strategist and meetings coach whose diverse achievements guide and propel association goals and initiatives, especially as they relate to professional development. Aaron has more than a decade of experience in the meetings industry, and has taught for three years at a Michigan college.

Aaron is a certified association executive, a certified meeting professional and a certified tourism ambassador, has earned a master's degree in administration from Central Michigan University (with a concentration in leadership) and is an Association for Talent Development Master Instructional Designer. An active member of ASAE, Aaron is chairman of the Professional Development Section Council, as well as past chairman of the Young Association Executives Committee and a 2009-2011 Diversity Executive Leadership Program scholar.

In 2011, Aaron received the prestigious Michigan Society of Association Executives’ Emerging New Leader award and now serves as a top-rated faculty member for MSAE’s Academy of Association Management and lead instructional designer/facilitator for MSAE’s Certified Meeting Professional (CMP) Preparation Course. Most recently, Aaron received the Convention Industry Council’s top #CMP30 Influencer Award.

In the winter of 2013 Aaron was named by Michigan Meetings + Events magazine as a very important professional you need to know and his firm was a Michigan Meetings + Events 2015 and 2016 Best of Michigan Finalist for Best Meeting Planning Company. Additionally, Aaron serves on the magazine’s editorial advisory board and writes a regular column for the magazine called “The Meetings Coach.”

When not working with clients Aaron enjoys cooking, running, blogging, old homes and unclehood, as well as tending to his puppy, Lillie. Likewise, Aaron maintains a popular association blog at www.aaronwolowiec.com, contributes to a variety of industry publications and mentors a number of emerging professionals.

For more information about Event Garde, please visit www.eventgarde.com, subscribe to our monthly e-newsletter and like “Event Garde LLC” on Facebook. Additionally, Aaron may be reached by phone at (616) 710-1891 or by email at aaron@eventgarde.com.

Reference

The following book was referenced in the development of this program.

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Article

The following article about place-based education ran in the Fall/Holiday 2015 issue of Michigan Meetings + Events magazine.

PLACE-BASED EDUCATION

Unlocking lessons from our local communities.

BY AARON D. WOLOWIEC, MSA, CAE, CMP, CTA

Q: Our attendees are interested in getting out of the classroom to explore the local community. What learning opportunities exist for these adventure-seekers?

A: The number of continuing education units required by attendees to maintain their professional designations often determines the number of breakout sessions offered at annual meetings. But as more emphasis is placed on the total conference experience, attendees are increasingly interested in getting out of the classroom and into the community.

And why not? There’s a lot to see and do in the conference destinations we select.

Place-based education seeks to help attendees learn by exploring community problems and solutions, and then bridging those insights with current workplace challenges. Place-based education differs from conventional classroom-based education in that it recognizes the local community as a primary resource for learning (which is often hands-on and project-based).

It involves leveraging our conference environments to identify relevant local issues as topics worthy of our attention and energy—focusing more on problems or questions than on traditional academic experiences.

Take Detroit, for example. ASAE held its 2015 annual meeting in Detroit this August. It’s no secret that Detroit has a rich history of both successes and setbacks. But the city’s perseverance—as evidenced by its vibrant business community—tells a remarkable story.

At the ASAE annual meeting, attendees were scheduled to visit The Parade Co., which produces one of the largest, oldest, and most spectacular parades in the country. America’s Thanksgiving Parade attracts nearly one million spectators annually.

The Parade Co.’s success is due, in part, to the more than 1,500 parade volunteers who donate more than 25,000 hours of the cause. The goal for ASAE attendees was to discover how the organization recruits, retains, trains and recognizes its volunteers.

Research strongly suggests that place-based education positively affects learning and is a legitimate source of professional regeneration for subject matter experts, speakers and practitioners alike.

Place-based education is changing the landscape of conferences, which have traditionally been held in a hotel or conference center. This learning revolution is inspiring new partnerships among conference organizers, attendees and the communities in which these events are held, and is illuminating the best and brightest cultural, environmental, economic and governmental innovations within our communities.
## EduTour Checklist

Following is a non-exhaustive list of key elements to consider in designing and developing an EduTour:

<table>
<thead>
<tr>
<th>✔ Key Element</th>
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<tbody>
<tr>
<td>Agreements/W9s for both venues and thought leaders</td>
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<tr>
<td>Audiovisual</td>
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<tr>
<td>Budget/sponsorship development and management</td>
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<td>Communication (e.g., confirmations, announcements, contact information)</td>
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<td>Content domains</td>
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<td>Continuing education topics/requirements</td>
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<tr>
<td>Curriculum/content outlines for each EduTour</td>
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<tr>
<td>Date and times of EduTours</td>
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<td>Evaluations/feedback</td>
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<tr>
<td>Gather/share learning takeaways</td>
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<td>Giveaways to commemorate experience</td>
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<tr>
<td>Handouts/promotional collateral</td>
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<tr>
<td>Honorariums/thought leader fees</td>
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<td>Itineraries, guide sheets and packets</td>
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<tr>
<td>Location of EduTours, including venue contacts, admission and featured stops</td>
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<tr>
<td>Marketing collateral – both text and images</td>
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<tr>
<td>Number/capacity of EduTours</td>
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<tr>
<td>Outcomes/goals of EduTours</td>
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<tr>
<td>Parking/staging zones</td>
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<tr>
<td>Planning committee selection and orientation</td>
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<td>Post-session/free time tours</td>
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<tr>
<td>Registration</td>
<td></td>
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<tr>
<td>Room sets/onsite logistics</td>
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<tr>
<td>Signage</td>
<td></td>
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<tr>
<td>Technology (e.g., social media posts)</td>
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<td>Thank you cards</td>
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<tr>
<td>Thought leader selection, expectations and coaching/mentoring – from the venue and the industry</td>
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<tr>
<td>Timeline</td>
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<tr>
<td>Transportation, including water/snacks and step-on guides/scripts</td>
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<tr>
<td>Volunteer training, management and identifier (e.g., branded t-shirts)</td>
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# Something’s Happening Here

## Thought Leader Orientation

<table>
<thead>
<tr>
<th>Time</th>
<th>Activity Description</th>
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</table>
| 20 minutes | - Venue thought leader welcomes the group  
- Venue thought leader shares history of lesson learned (content related); not meant to be a general history lesson of the venue, but related to the topic of the EduTour  
- Venue thought leader shares the challenge they faced and provides a little information about the solution or aha moment; saves full resolution for the last 20 minute activity  
- This should not be a sales pitch |
| 20 minutes | - Industry thought leader identifies related industry challenge; can be own story or one they are familiar with  
- Link the similarities of the two challenges  
- Briefly provide information about the solution; saves full resolution for the last 20 minute activity |
| 20 minutes | - Engagement activity facilitated by both thought leaders  
- Activity examples: case study or partner activity, attendees could share their challenge or ask attendees for their aha moments  
- Sample time management: 1 minute activity intro, 10 minutes of work, 9 minutes to report out and thought leaders to share solutions  
- Thought leaders to provide full solution of venue; could do this verbally, visually or written |
| Post-tour  | - All venues will have at least a 30-minute tour post session; each tour or activity will be unique to the venue |

*Times above are flexible so long as more time is given to engagement vs. lecture*

### May
- Both thought leaders connect with one another  
- Develop an outline with one learning outcome for each block of time (after thought leaders have connected) and submit to your EduTour coach  
- Return thought leader agreements by [Date]

### June
- Submit draft presentation to EduTour coach by [Date]  
- The EduTour committee will review and provide feedback about sessions

### July
- Thought leaders connect in person or through video-conference to become comfortable with each other, the venue and their presentation

### August
- Connect in person at the beginning of the conference, if possible  
- Industry thought leaders may feel more comfortable if they can see and become familiar with the venue before the presentation day

- Thought leaders should review applicable domains and EduTour descriptions to ensure continuity  
- Be creative; use the features of the venue to enhance your presentation  
- We will not provide audiovisual equipment for the presentations; if your team wants to use visuals or handouts for your session, please coordinate with the venue  
- Materials or handouts should be limited to one page and are the responsibility of the thought leaders; however, a handout is not mandatory  
- Minimal promotional materials from the venue should be distributed at the end of the program  
- Attendees will be bussed to the venue from [Location]  
- There will be at least one volunteer at each venue to assist the group/advance the venue
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Coaching Schedule

May 22
- Determine if industry thought leaders have connected with their venue thought leaders
- Troubleshoot any missed connections
- Remind thought leaders to review applicable domains/descriptions
- Remind thought leaders that content outlines are due by May 31 to their respective coaches
- Encourage thought leaders to promote their tours w/ registration info (link) via their networks/social media/direct asks of colleagues

May 29
- Reach out to those thought leaders with outstanding content outlines
- Contact industry thought leaders with outstanding agreements/W9s

Week of June 1
- Review content outlines and provide feedback to thought leaders
- Ensure each section of the content outline (there should be three – venue, industry, engagement activity) has an accompanying learning outcome
- Remind thought leaders that draft presentations are due June 26

June 19
- Remind thought leaders that draft presentations are due June 26
- Encourage thought leaders to promote their tours w/ registration info (link) via their networks/social media/direct asks of colleagues

June 26
- Reach out to those industry thought leaders with outstanding draft presentations

Week of June 29
- Review draft presentations and provide feedback to thought leaders
- Remind thought leaders to connect in person or through videoconference to become comfortable with each other/the venue, as well as to finesse their draft presentations; final presentations due July 17
- Request plan for post-session tour by July 17 (e.g., timeframe – minimum of 30 minutes, sites/shops to be visited, item to be gifted by venue)
- Request final AV order (to be coordinated by venue thought leaders) and handouts (limited to one page and one promo piece) by July 17

July 10
- Remind thought leaders that final presentations, post-session tour plan, AV order and handouts due
- Encourage thought leaders to promote their tours w/ registration info (link) via their networks/social media/direct asks of colleagues

July 17
- Reach out to those thought leaders with outstanding presentations, post-session tour plans, AV orders and handouts

Week of July 20
- Review final presentations, post-session tour plans, AV orders and handouts; provide feedback to thought leaders
- Remind thought leaders to develop onsite game plan (e.g., when they’ll connect in person onsite at the venue prior to the EduTour, how/when the industry thought leader will arrive the day of the EduTour)

Week of August 3
- Share confirmation email copy with all thought leaders
- Remind thought leaders to finalize/execute their onsite game plans
- Encourage thought leaders to promote their tours w/ registration info (link) via their networks/social media/direct asks of colleagues

August 11
- Thank thought leaders for their commitment to the EduTours
- Share last-minute announcements, contact information, etc.

August 12
- Thank thought leaders for their commitment to the EduTours
- Request feedback (both positive and constructive)/recommended changes/lessons learned
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Event Specifications

Following is a sample event specifications guide used to support the Henry Ford Innovation Institute EduTour:

Event Name: ASAE EduTours
Date: Tuesday, Aug. 11, 2015
Time: 2:45 p.m. – 5 p.m.
Location: Henry Ford Innovation Institute, 2799 W. Grand Blvd., Detroit, MI 48202
Parking: Self-parking lot on Byron St.; $2.50 (cash only)

Event Description:
EduTour will begin with a one-hour presentation in the meeting space inside the Innovation Institute (Floor 2); this hour is broken down into the following 20-minute presentations:

- First 20 minutes: Ward Detwiler will present on CAE domain #7: Integrating research and operations in healthcare as it relates to the Henry Ford Innovation Institute
- Second 20 minutes: Silvia Quevedo will present on how CAE domain #7 relates to an association
- Third 20 minutes: Engagement activity with both thought leaders and tour participants

After the one hour of education, tour participants will be lead on a guided tour of the Henry Ford Innovation Institute.

Tour Details:
1:15 p.m. – Volunteer arrives at Cobo for briefing with coordinator at the Joe Louis statue. The Joe Louis statue is located on Level 2 at the Washington Blvd entrance.
1:15 p.m. – 1:35 p.m. – Briefing with coordinator
1:45 p.m. – Step-on guide briefing with coordinator inside of Cobo at the Joe Louis statue. The Joe Louis statue is located on Level 2 at the Washington Blvd entrance.
2:00 p.m. – Volunteer to arrive at the Henry Ford Innovation Institute; meeting space setup theater style
2:45 p.m. – Tour participants depart Cobo
3:00 p.m. – Arrive at the Henry Ford Innovation Institute; bus to stage on Bethune St.
3:05 p.m. – 4:05 p.m. – Education presentation in meeting space
4:05 p.m. – 4:45 p.m. – Guided tour by venue thought leader of completed projects inside the Henry Ford Innovation Institute
4:45 p.m. – Depart for Cobo
5:00 p.m. – Return to Cobo

Checklist for step-on guide:
- Exchange contact information with bus driver
- Check that cooler with ice and water is on bus
- Direct bus driver where to stage bus
- Inform bus driver of departure time
- Education presentation and tour: remain with tour participants for both activities
- Collect evaluations in envelop from volunteer and return to coordinator at Cobo
Checklist for volunteer:

- Meet venue thought leader
- Meet industry thought leader
- Meeting space is set-up
  - Seating
  - Audiovisual
- Greet tour participants and step-on guide outside of venue as they are arriving
- Walk tour participants into venue
- Education presentation and tour: remain with tour participants for both activities
- Take 1-2 photos of the participants doing an activity. Send that photo(s) to [email] with very brief description of tasks and event
- Collect evaluations once education presentation is complete and return to step-on guide
## Your Immediate Impressions of the ASAE15 EduTour Learning Experience

*Please provide your feedback below. The Tours & Guest Activities Committee will read each response carefully.*

### Value of Specific Information

<table>
<thead>
<tr>
<th>Learning Concept</th>
<th>How valuable is the concept to you?</th>
<th>How new was the concept to you?</th>
<th>How well was the concept taught?</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>We’ll insert these learning concepts once they’re confirmed by our speakers/coaches.</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
| Value of this Concept (Circle NUMBER) | 1. Concept was new to me.  
2. Deepened earlier understanding.  
3. Provided nice reminder.  
4. I already use concept regularly.  
5. Most people already know this. | | 1. Taught really well.  
2. Taught well.  
3. Taught inadequately.  
4. Taught poorly. |
| Low 1 2 3 4 5 6 High | | | |
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3. Taught inadequately.  
4. Taught poorly. |
| Low 1 2 3 4 5 6 High | | | |

### Overall Ratings

<table>
<thead>
<tr>
<th>Rate the overall value of the learning experience. Circle ONE number. Please don’t circle the words.</th>
<th>Very Little Value 1 2 3 Average Value 4 5 6 Highest Value</th>
</tr>
</thead>
<tbody>
<tr>
<td>Rate your physical comfort during the learning experience. Consider temperature, furniture, lighting, etc. Circle ONE number. Please don’t circle the words.</td>
<td>Very Uncomfortable 1 2 3 Average 4 5 6 Very Comfortable</td>
</tr>
<tr>
<td>Likelihood that you will utilize what you learned in the next two weeks. Circle ONE percentage.</td>
<td>0% 10% 20% 30% 40% 50% 60% 70% 80% 90% 100%</td>
</tr>
<tr>
<td>Likelihood that you will share what you’ve learned with a coworker or friend in the next two weeks. Circle ONE percentage.</td>
<td>0% 10% 20% 30% 40% 50% 60% 70% 80% 90% 100%</td>
</tr>
</tbody>
</table>

### Overall Comments

*EduTours represent a new approach to place-based education. We know why they appeal to us, but we’d like to know what compelled you to sign up to participate in this EduTour. Please share with us your motivation(s) here.*

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**Please share with us any additional feedback here. Your comments are very valuable to us.**

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*Thanks for your participation in this EduTour, and for sharing with us your feedback and ideas.*