2023 Ideation Symposium, Design Competition, & Experiment

Unleashing creativity in pursuit of a brighter future.
Anytime. Anywhere. Everyone.

THE NEW
RULES
FOR WORK

WRK

Pictures from the research study. Brucks, M.S., Levav, J. Virtual communication curbs creative idea generation. *Nature* 605, 108–112 (2022). https://doi.org/10.1038/s41586-022-04643-y

Recent research suggests that people should meet face-to-face if they want to drive innovation, and that creativity suffers when teams meet online.

This research fails to incorporate basic science-backed, proven creative and collaborative techniques.

No one should be making critical policy decisions based on these methodologies alone.
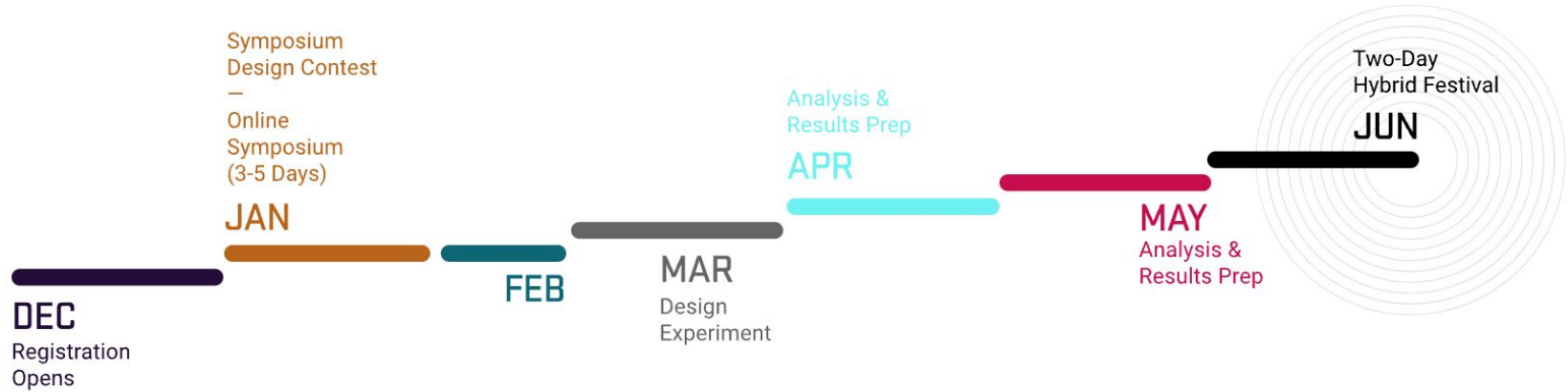
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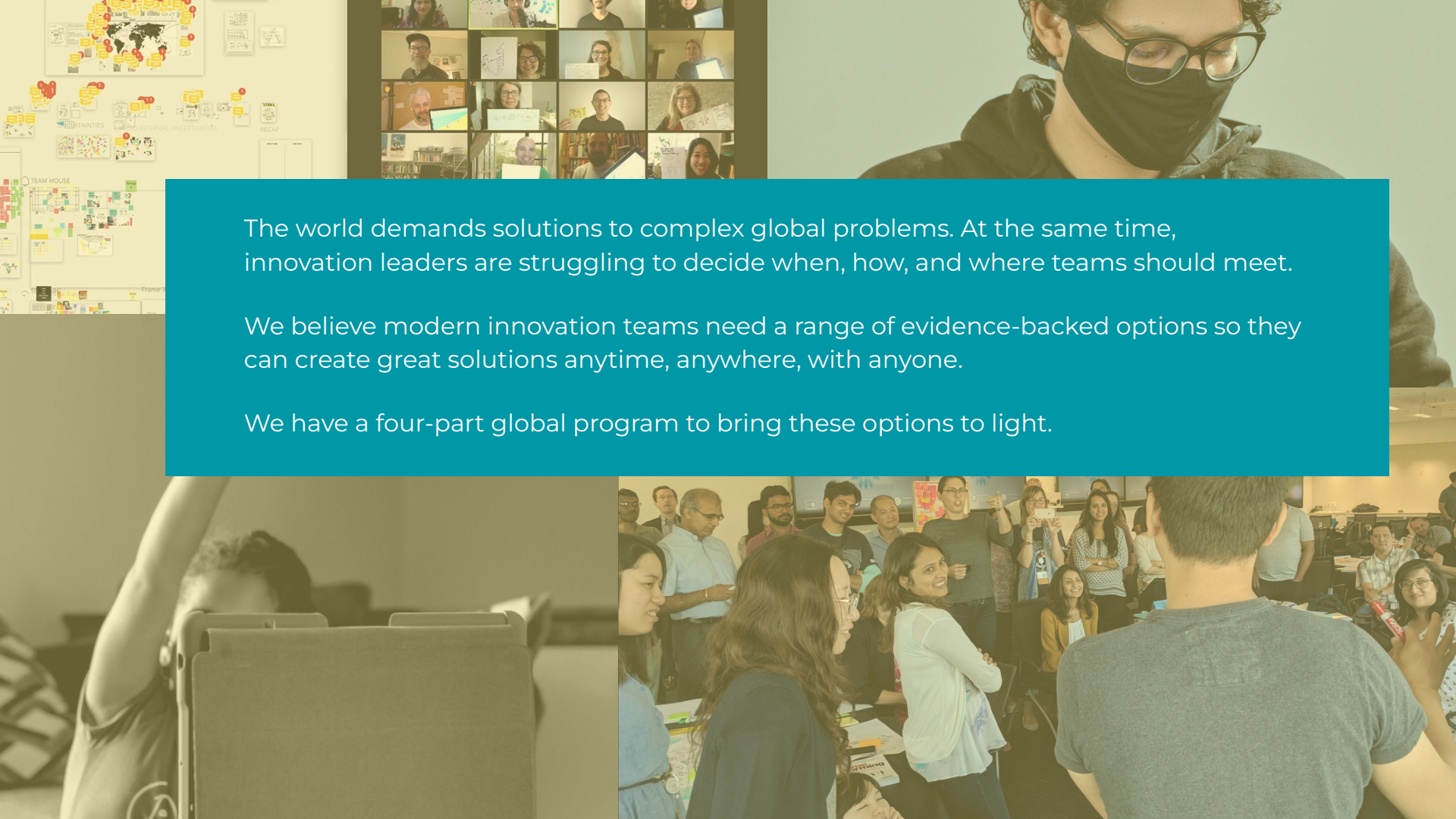
The world demands solutions to complex global problems. At the same time, innovation leaders are struggling to decide when, how, and where teams should meet.

We believe modern innovation teams need a range of evidence-backed options so they can create great solutions anytime, anywhere, with anyone.

We have a four-part global program to bring these options to light.

A FOUR-PART GLOBAL PROGRAM

Symposium Design Contest — Online Symposium (3-5 Days)

JAN

Analysis & Results Prep

APR

Two-Day Hybrid Festival

JUN

DEC
Registration Opens

FEB

MAR
Design Experiment

MAY
Analysis & Results Prep

ONLINE SYMPOSIUM
January 17-19, 2023

Global symposium covering:
- The latest science and methods
- How to succeed with in-person, hybrid, and online groups
- Emerging technologies, practices, and insights that might improve our results

DESIGN COMPETITION
February 2023

A global design contest to create the most efficient, effective, and reliable approaches to ideation sessions for in-person, hybrid, and remote teams

DESIGN EXPERIMENT
March 2023

Teams around the world run test meetings to see which designs, tech, and conditions achieve the best results. Each test is scripted and recorded. Then, we'll analyze the results to see what the evidence reveals.

RESULTS & HYBRID FESTIVAL
June/July 2023

We'll publish and celebrate the results in a two-day hybrid festival.

Purposeful Innovation

Beyond new research data and innovation methods, a program of this size has the potential to create a magnified positive impact.

To focus that potential, we'll base our innovation experiments around the global challenges outlined in the UN Sustainable Development Goals.

Online Symposium

THREE-DAY EDUCATIONAL EVENT.

What do we know now?

What challenges can we solve?

How might we improve our results?

Anticipated Participants

Today, our hosts and advisors regularly present to audiences from across sectors and regions.

We estimate that an online symposium will attract > 1k registrants from these departments:

- Innovation and Product
- People, Culture, and Talent Development
- Corporate Sustainability Officers
- SMB executives from organizations focused on innovation, future of work, and sustainable development
- Industry Analysts, Consultants, and Business Coaches
- Higher Education: faculty and students focused on innovation, I/O psychology, and corporate sustainability

Global Program · Scalable Delivery
Recorded for Replay · 1-2-1 Meetings
Partner Showcase · Networking
Planned Follow-Up

Tangible Results

Our outcomes will span the spectrum of **tactical** - creating resources that can be implemented immediately -

to the **emergent** - activating a global community of innovators and change makers will lead to unexpected good.

A Hybrid-Ready Innovation Toolkit

Open-source "recipes" for leading innovation meetings, open-source research data, educational recordings and resources

A Global Network

Experts and participants from academia, industry, practitioners, and social benefit professionals innovating together for good

New Ideas for a Brighter Future

Every test generates ideas for addressing local challenges. Combined, ideas from all tests provide a rich resource for advancing sustainability

Partners

Join Us

To bring these results to life, we need a
constellation of collaborative players

Experiment Teams

Scientists

Meeting Experts

Tech Leaders

Event Hosts

Why Partner

- **Build brand awareness.**
  Our hosts and advisors have a collective owned-media reach of 200k+. We're frequent podcast guests and media contributors. We're activating our networks for this program and we're eager to feature your support.

- **Showcase your support for hybrid-ready, sustainable workplaces.**
  Our experiments will incorporate the latest methods and technologies. Build awareness for your product and service portfolio (and company culture) through symposium presentations and experiments.

- **Advance your thought leadership and portfolio development.**
  Gain a first-mover advantage by being in the room as we discover the latest evidence-based insights and create a hybrid-ready innovation toolkit. Use these insights in your marketing and to energize your internal innovation teams.

- **Be a part of bringing something positive and new to the world.**
  Let's face it. Things are pretty bleak right now, and no one wants to be sold anything. Instead, people are hungry for a chance to be a part of something bigger, brighter, and full of hope. That's what this program is all about.

Partner Levels

PREMIER PARTNER
$50K (LIMIT 5)

Collaborate in all parts of the program by supporting the experiment, sharing solutions, and actively driving thought leadership.

SOLUTIONS PARTNER
$10K

Share your solutions with a global symposium audience and work directly with teams seeking workplace solutions.

SUPPORTING PARTNER
$2500

Bring your team to the symposium and highlight your brand's support for open innovation, sustainability, and hybrid work.

Partner Benefits	Premier	Solutions	Supporters
Learn and Collaborate			
Symposium passes *(valued at $199 USD each)*	20	10	10
Access and Brand Awareness			
Logo, name, and link listed on the program website and materials	⭐ Yes	⭐ Yes	⭐ Yes
20-minute presentation highlighting your organization's work during the symposium. Show participants exactly how they can work with you to solve hybrid workforce and sustainability challenges.	⭐ Yes	⭐ Yes	
Program profile page, including an optional video featuring your company's SDG response	⭐ Yes	⭐ Yes	
Dedicated appointment space in the symposium "Ask me about..." Solutions Hall	⭐ Yes	⭐ Yes	
Opt-in attendee list	⭐ Yes	⭐ Yes	
Award sponsor: provide and present competition prizes	⭐ Yes		
Thought Leadership			
60-min featured presentation/keynote at the symposium	⭐ Yes		
Interview with your thought leader posted in the program blog and newsletter	⭐ Yes		
Early access to experiment results, pre-embargo	⭐ Yes		

Add On Opportunities & Other Ways to Engage

Add-On Opportunities

- Contribute to the **Scholarship Fund** providing support to those who may not otherwise have the opportunity to participate.

- Sponsor **Sustainable Swag**. Send a box of sustainable snacks and products that fuel brainstorming to symposium participants.

- **Festival Location Host.** Offer your event space to host a location for the final two-day hybrid festival, or sponsor food and beverage for festival attendees.

Other Ways

In addition to financial sponsorship and the benefits associated with each sponsorship level, your organization can:

- Lead an experiment team
- Attend the symposium
- Volunteer to assist with the symposium, experiments, and/or festival
- Submit a design for the experiment
- Share this project with your network
- Invite a symposium guest to speak at your company
- Engage a facilitator to lead your teams during the experiment

What else? It's an innovation project! How could you best support this work in a way that also benefits your organization?
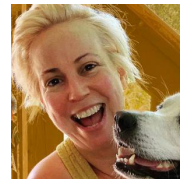
About Our Collaborators

Our Advisors

Advisors will oversee the research design, analysis of results, and support the educational symposium. They each bring deep networks and strong followings to the program.

Keith McCandless
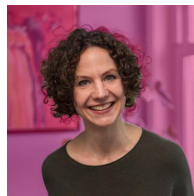Liberating Structures
Author & Co-Developer
Seattle, WA

Sunni Brown
Best selling author,
Gamestorming &
The Doodle Revolution
Austin, TX

Dr. Samantha Dubrow
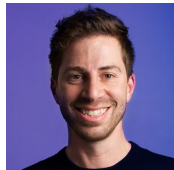Lead Researcher | The MITRE Company
Massachusetts

Dr. Myriam Hadnes
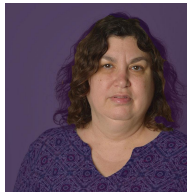Behavioural Economist | Podcast Host | Community Builder
Amsterdam

Dr. Joseph Allen
Author & Meeting Effectiveness Center Director
University of Utah

Dan Levy
Innovation Facilitator | Strategist | Podcast Host
Australia

Dr. Roni Reiter-Palmon
Director of the I/O Psychology Graduate Program and Innovation, University of Nebraska at Omaha

Dr. Nale Lehmann-Willenbrock
Chair of Industrial & Organizational Psychology
Center for Better Work
Universität Hamburg

Program Hosts and Team

HOSTS
The competition hosts are responsible for the overall organization, operations, and promotion of the competition.

Elise Keith
CEO of Lucid Meetings, Host of The Meeting Innovation Community

David Mastronardi
CEO of Gamestorming Group

COMPETITION STAFF AND VOLUNTEERS

Program staff will provide:

Design web, event, and marketing collateral

Tech host and production for online events

Experiment support

PR outreach

Translation and more...

Project Manager

Data Analyst

Community Manager

Event Producer

Graphic Designer

Web Developer

Publicist

Program Timeline

The closing festival dates subject to change. Feedback welcome!

Dates	What
October	PR campaign begins
Early Nov 2022	**Schedule for Interviews, Keynotes, and Presentations finalized.**
Nov 15	Experiment announced, Symposium registration opens
Jan 17 - 19, 2023	**Online symposium**
Feb 2	Design Competition submission deadline
Feb 22	Selected designs announced
Feb 27 - Mar 3	Experiment Leader Training
Mar 6 - 17	Experiments run
Mar 20 - May 12	Analysis: **draft results available to sponsors**
Week of June 19*	**2-day hybrid festival, Results released**

To learn more about how to get involved, contact us at info@newrulesforwork.com