

Information for the  
**AEC TASK FORCE**

Presented by:  
GMCVB

**MADISON**  
GOING > BEYOND > VISIT™



**POPULOUS 2012**  
**IMAGINE THAT WORKSHOP**

# POPULOUS

- International architectural & design firm
- 10 global offices
- Involved in design of over 1000 event venues around world
- Stadia, arenas, convention centers, fairgrounds and equestrian centers
- Domestic work examples: Ann Arbor, Atlanta, Billings, Des Moines, Dubuque, Evansville, Kansas City, Knoxville, Lexington, Lincoln, Nelsonville OH, Montgomery, Orlando, Phoenix, Tampa

# WORKSHOP ATTENDEES

- CVB CEOs
- Event Venue Managers
- Event Customers
- Hospitality Industry Experts
- POPULOUS' Architects/Designers

# VENUE EXPECTATIONS

## (former trends)

- Wi-Fi
- Accessibility for all
- Sustainable, green practices
- Knowledgeable and well-trained staffs
- Business centers
- Collaborate with customers to ensure high event ROI and revenues (to customer)
- Incentives to book business

# PRIMARY TREND AREAS

- Advanced Technology
- Customer Experience
- Hospitality
- District Design
- Wellness

# ADVANCED TECHNOLOGY

- Serve all attendee, exhibitor technology needs
- Broadband, Wi-Fi, Advanced communications for virtual meetings
- (WI-FI is expected; no longer a trend)
- Electronic white boards

# CUSTOMER EXPERIENCE

- Create memorable experience
- Maximize attendee attention to event
- Unique meeting spaces
- Networking spaces
- Plug & Play spaces
- “Smart” bars
- Ease of access for exhibitors
- Smaller buildings/spaces are sometimes better
- Create “sense of place” – authentic to destination
- Coffee outlets



# HOSPITALITY

- Excellent wayfinding from airport, throughout destination and in buildings
- Personal concierge services (restaurant reservations, tech assistance etc.)
- Happy, welcoming staff
- Excellent transportation
- Flexibility

# DISTRICT DESIGN

- Scalable to location, destination
- Authentic to destination
- “Destination within a destination”
- Amenities within or immediate adjacent (food and retail outlets, hotels, etc.)
- Ample parking
- Easy access (car, walking, taxi, bicycle, rail)
- Incorporate multi use spaces
- Incorporate sports venues

# WELLNESS

- Natural lighting
- Open/outdoor spaces
- Quiet/retreat spaces
- Spaces and programs for yoga, fitness
- Public art/artwork/art spaces
- Contemporary furniture (for use with technology)
- Onsite gardens (caterers)
- Healthy & local food choices (concessions, vending, catering, food outlets)
- Spas (onsite or nearby)

**QUESTIONS?**

**Thank you.**