STAKEHOLDER ENGAGEMENT TOOL

# HOW TO ENGAGE WITH STAKEHOLDERS DURING A SHERPA MAP EVENT?

The traditional event model puts all the attention on a stage where speakers and key stakeholders control the information statically given to the audience. This creates a one-way information stream instead of an exchange of knowledge and ideas. This methodology is changing in favour of more interactive and collaborative formats, a selection of which – particularly relevant for SHERPA MAP events – is presented here below.

1) Include an icebreaker at the beginning of the agenda is a good way to get things off to a great start. There are many ways to warm up an event, to energise the audience, help them quickly connect and buy into the purpose of the event. Icebreakers are recommended in the following circumstances:

- Participants come from different backgrounds.
- People need to bond quickly so as to work towards a common goal.
- The group of participants is newly formed.
- The topics under discussions are new or unfamiliar to many people involved.
- The MAP Facilitator needs to get to know participants and have them know him/her better.

What matters is that the chosen method is fairly simple. Three good examples of icebreaker are described below:

- The One Word: pick a phrase that is central to the topic why you have gathered and have everyone write down or say a word that comes to their mind in relation to it. For instance, ask participants to share one word that they think describes the goal or the MAP process that are needed. Once everyone has shared their phrases, discuss the results. This game helps explore different viewpoints about a common challenge, before starting the meeting.

- The Little Known Fact: ask participants to share their name, department or role in the organization, and one little known fact about themselves. This 'little known fact' becomes a humanizing element that can help break down differences such as grade/status in future interaction.
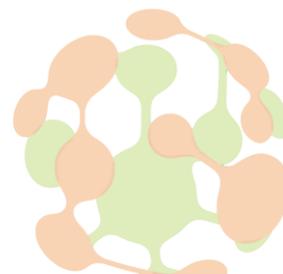
- Paired Interviews: ask participants to get into twos. Each person then interviews his or her partner for a set time while paired up. When the group reconvenes, each person introduces their interviewee to the rest of the group.

2) Quizzes and questionnaires to help your audience to know more information about the topics and speakers by letting them ask and answer the questions during the event. There are lots of products that could be used for creating interactive presentations, workshops, and meetings. Two of them that are very user-friendly and seem to be particularly suitable for meeting the needs of SHERPA MAP events are Mentimeter and Sli.do. They are described briefly here below. The tools are presented in alphabetical order, not in order of priority.

Mentimeter is an application that enables users to share knowledge and real-time feedback on mobile devices with presentations, polls or brainstorming sessions in meetings, gatherings, conferences and other group activities. The app is designed for small to large audiences. It makes them feel involved by enabling them to contribute to presentations with their smartphones, laptops, or tablets and shows aggregated results live.

Mentimeter also allows to add polls, word clouds, Q&As, slides and more to presentations to help you create an interactive and inclusive experience for your audience. Your audience uses their smartphones, laptops, or tablets to vote on questions and engage with the presentation. *Mentimeter* thus makes for an overall fun presentation experience, where opinions and ideas get heard. The app can be used for free for three questions. After that it requires a fee.

Another interesting feature of this app is that it allows to export and analyse data on the polls, thus making reporting easier and accurate. Results can also be shared and data gathered even compared over time to measure the progress of your audience.

Sli.do is another application with interesting features. It can be used for collecting real-time insights about your audience, ask your participants their opinion and letting them vote instantly from any mobile device. Results of a poll are then shared live with your audience, so that results can be displayed on a screen and a Facilitator immediately engage in a group discussion.

Likewise, during Q&As it can be used to crowdsource the best questions from your audience, letting participants decide which questions they would most like to discuss. Turning on moderation any inappropriate questions can they be filtered before they go live.

As the users remain anonymous, both *Mentimeter* and *Sli.do* increase the quantity and quality of questions by removing fear.

3) Encourage voting by creating fun live polls. Live polls are definitely one of the most fun ways to boost up the attention. Let your participants vote via the *Mentimeter* or *Sli.do* applications and show them results on a diagram in real time. You can encourage them to ask about different aspects of the event, like speakers' topics and graphics or let your audience rate different subjects and opinions.

4) Make memories creating some souvenirs from the SHERPA MAP event. You can, for instance, ask participants to take a group picture and then share it with them.

5) Networking at the event is another useful good practice. When planning the event agenda allow for sufficient time (i.e. 20-30 minutes) during breaks for participants to get to know each other and exchange ideas.