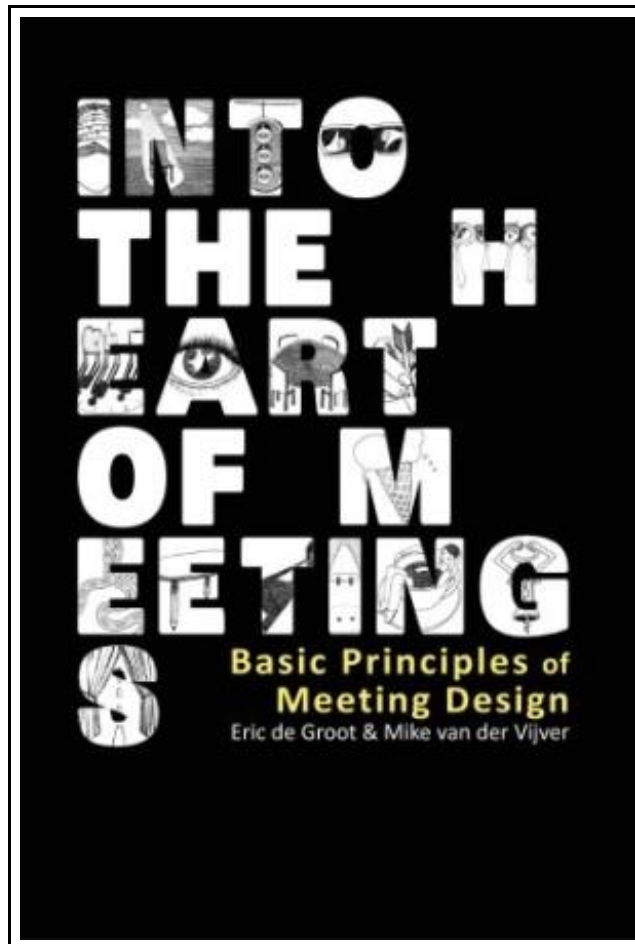


## Into the Heart of Meetings: Basic Principles of Meeting Design



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***(Estelle Donnelly)***

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CreateSpace Independent Publishing Platform. Paperback. Book Condition: New. This item is printed on demand. Paperback. 320 pages. Dimensions: 8.9in. x 6.0in. x 1.0in. Summary: Into the Heart of Meetings defines meetings as a form of communication. It describes the characteristic processes of meetings and how to influence them through Meeting Design. Based on many years of working together as professional Meeting Designers, the authors provide an array of tools that enable meeting organisers to obtain the best outcomes from their meetings as measured by their business value. Into the Heart of Meetings is also the first book ever about Meeting Design. Through their company MindMeeting, over the past 10-20 years the authors have given shape to this new profession. They introduce the principles underlying Meeting Design, as well as the main practical issues that Meeting Designers face and need to solve. The authors use countless examples, connecting their writing to daily working practice. Thus Into the Heart of Meetings is an explorative study, a textbook and a practical guide in one. Further details: Meetings conferences, conventions, seminars, workshops, etc. are an integral part of daily life in organisations. In this book, the authors argue that the potential of such meetings is severely under-utilised for a number of reasons. One of these is that the organisation of meetings is conceived mainly as a logistical operation. Into the Heart of Meetings shows that this approach misses the point with regard to the communicative value and power of meetings. The power of meetings depends on the human dynamics they are capable of unleashing. To accomplish that effectively requires a new paradigm for the way in which meeting programmes are conceived and executed. Meeting Design provides that new paradigm and the authors discuss all the basic knowledge a Meeting Designer needs to possess. Hence the...



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