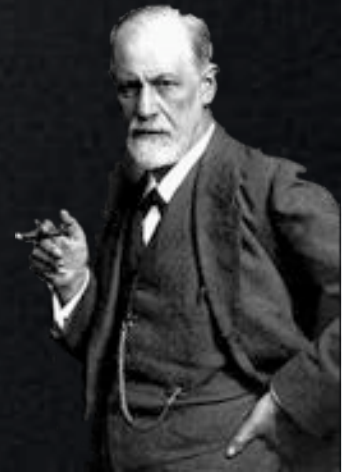


# The Psychology of Events



Good Morning!

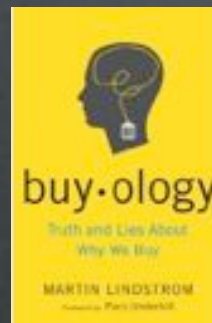
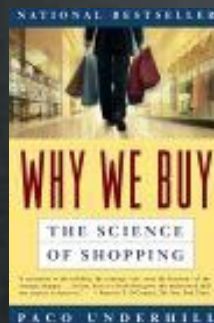


# Parameters

- Accepted fact: We often take into consideration “people” when designing
- But....
- Consciously
- Consistently
- Deliberately

# Parameters

- Accepted fact: the world of Marketing has for decades made itself a student of the human mind – of psychology.
- Why ...



# Parameters

- Accepted fact: there are a handful of event outcome types
- Emotional
- Logistical
- Transformational
  
- However...
- Transportational

# Parameters

- Accepted fact: everyone is becoming an event planner
- Therefore ...
- What is the new frontier of differentiation

# Today's Goals

- The art of communicating to humans
- Impart some psychological fact/data onto you to use

- If events are simply a means of communication...

# Objective + Audience

- yes you can set objectives (are they SMART?)
- yes, you know demographics
- but, do you know homographics?

“When we speak (or listen),  
our attention is focused on words  
rather than body language.

**But our judgement includes both.”**

55 38 7

- Body language - 55%
- Tone of voice - 38%
- Words used - 7%

# a simple exercise

- I can't believe this has happened to me. My head is still spinning from this.
- There is so much I need to get out right now, and you're the ones who are going to have to hear what I have to say.
- And guess what....

# Studies that exist

- **Chronemics** - the study of the use of time in nonverbal communication. The way we perceive time, structure our time and react to time is a powerful communication tool, and helps set the stage for communication
- **Paralanguage** (sometimes called vocalics) - the study of nonverbal cues of the voice. The acoustic properties of speech such as tone, pitch and accent.
- **Kinesics** - the study of body movements, facial expressions, and gestures
- **Gesture** - non-vocal bodily movement intended to express meaning
- **Hapics** - the study of touching as nonverbal communication.
- **Proxemics** - the study of how people use and perceive the physical space around them. The space between the sender and the receiver of a message influences the way the message is interpreted.

Environmental

Physical

Behavioural

**where?**

**who?**

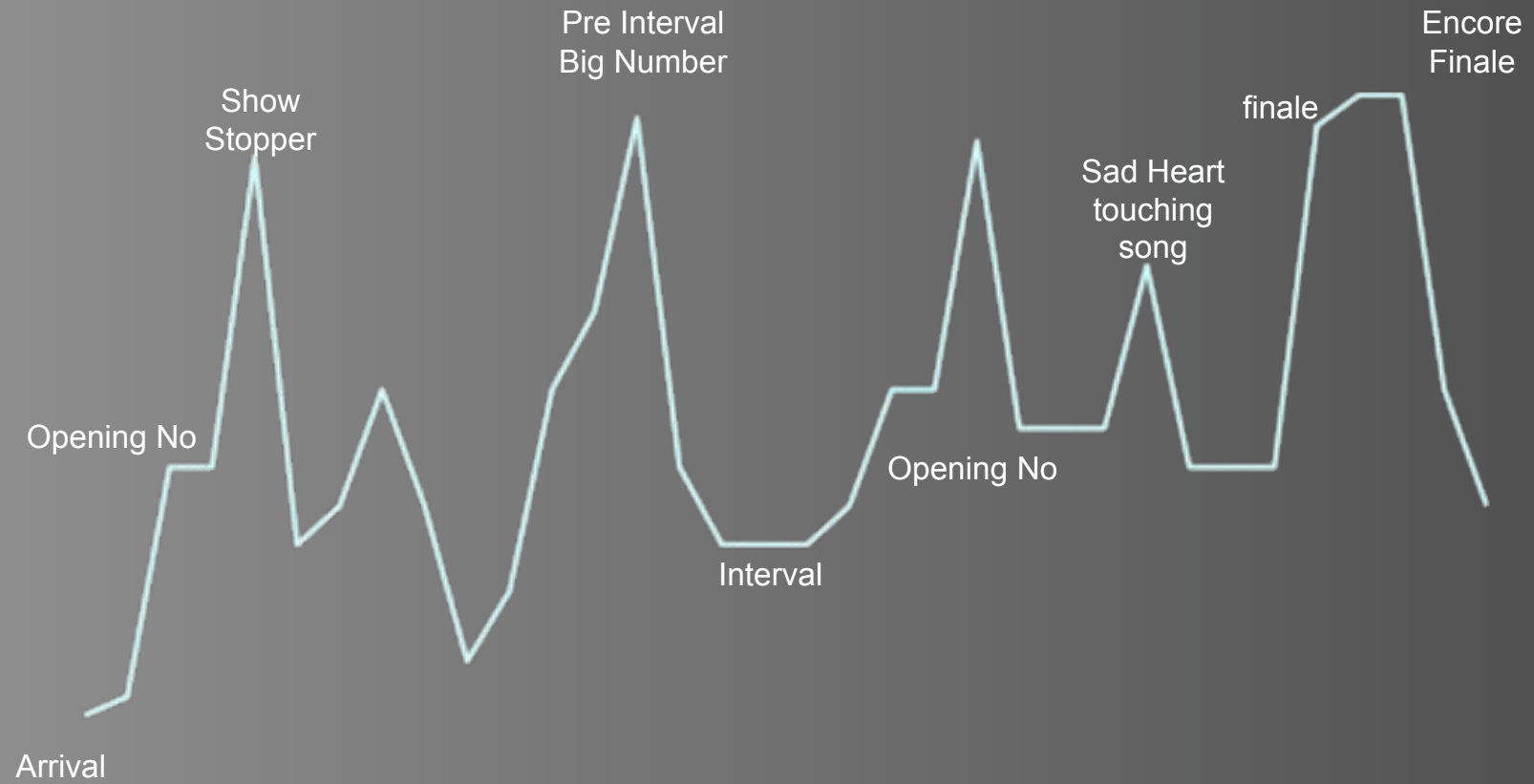
**how?**



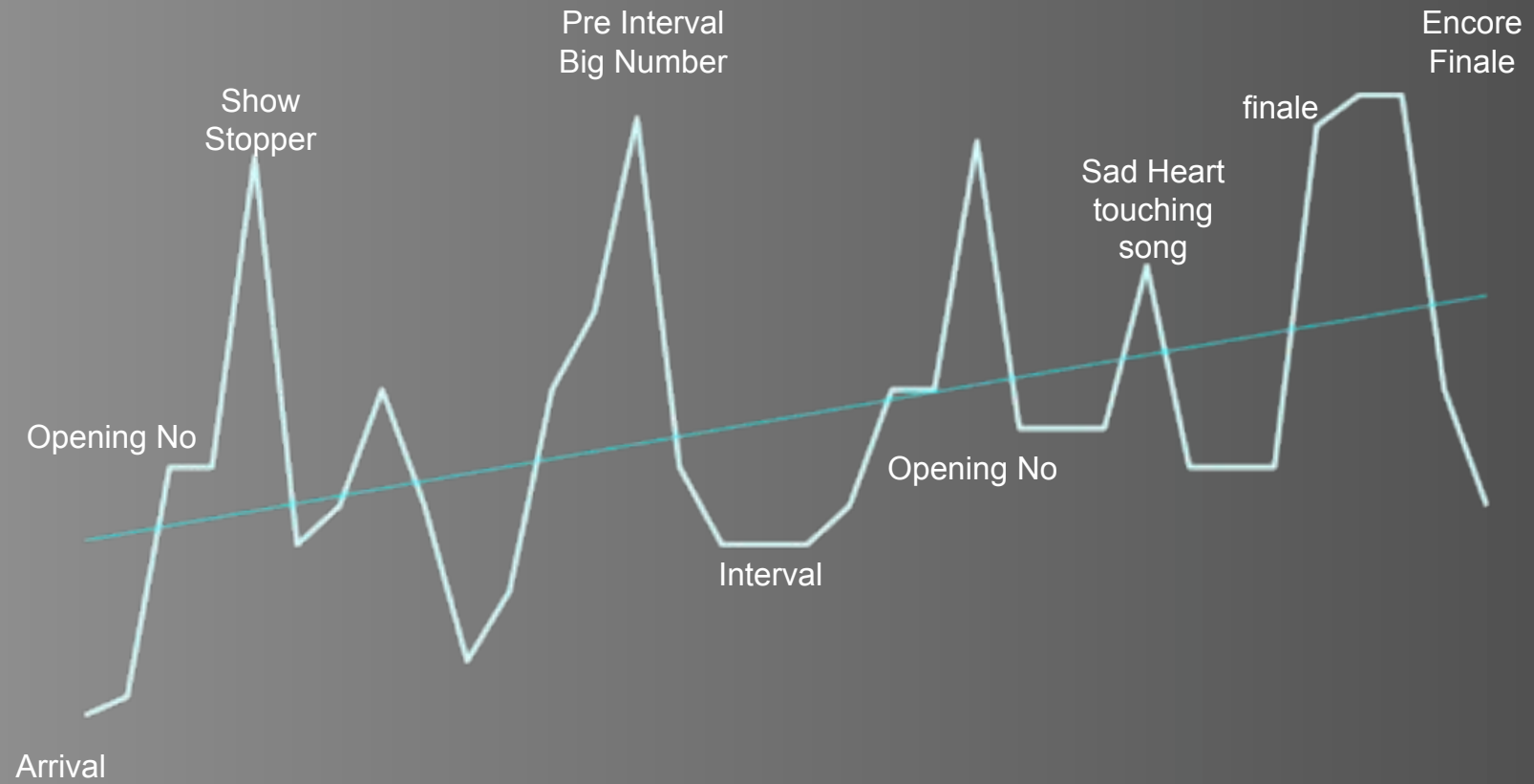


The carpets matter!

# Manipulating Mood



# Manipulating Mood



# Learn the 'Gentle Way'

- Judo is your friend at Events



# Human Needs

- The most successful events are ones that most efficiently and most accurately fulfill a majority of human needs.

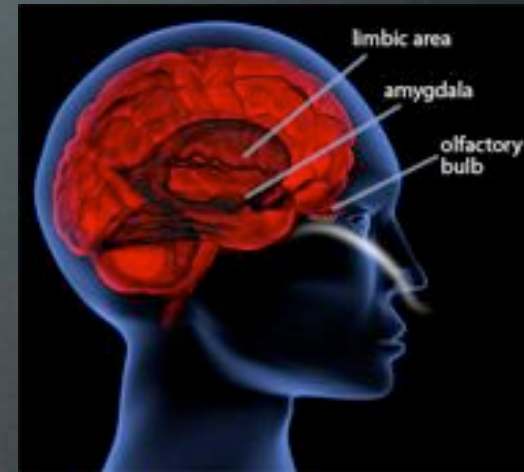
# Human Needs

- Biological
  - Rest, eat, bathroom breaks
- Psychological
  - Emotions, safety, life is good, self importance
- Cultural
  - A history, a bond

# Human Needs

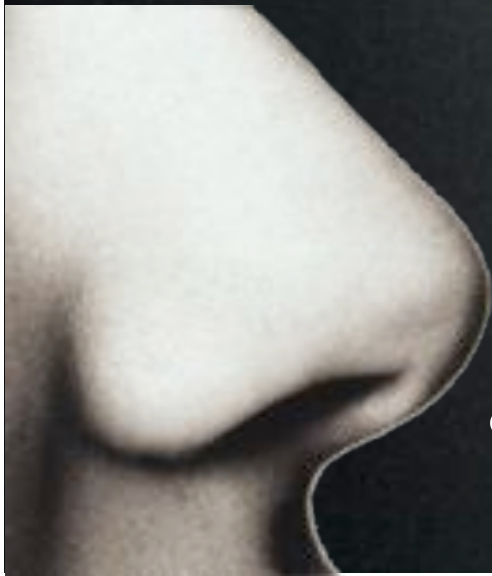
- Secondary Perception

# Sensory Perception



Dr. Allan Hirsch

Smell and Taste Treatment Research Foundation



- Smell

= 90% smell



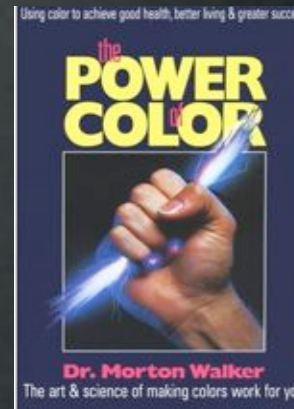
- Taste



- Sight

# What about Color?

According to Morton Walker in his book the Power of color colors have a huge impact on more than just mood



# Red?

- An engaging and emotive color.
- Good in restaurants.
- Considered more disturbing by anxious subjects,
- and more exciting to calm subjects.
- Triggers the pituitary and adrenal glands and releases adrenaline.
- May increase blood pressure and breathing, and stimulate appetite and sense of smell.
- suggests excitement and strong emotions. It's a color easily recognized by the eye, so it's good for getting attention.

# And....

According to a very recent study, women are more attracted to men who wear red, which was determined to be a more alluring color.

The study interviewed women from the United States, England, Germany and China, showing them pictures of men wearing different colors. Most found men pictured wearing red, or framed in red, more sexually attractive than in other colors. The research has been published in the Journal of Experimental Psychology.

Kevin's wearing his lucky underpants!



# Yellow?

- the first color a person distinguishes in the brain.
- Associated with stress, caution, and apprehension
- stimulates an overall sense of optimism, hope, and balance.
- Excellent for use in **learning** environments.
- is warm and cheerful. It's the most attention-getting color
- can be fatiguing for the eye.

# Orange?

- has the characteristics halfway between red and yellow.
- is energetic, warm, and enthusiastic. It is often used to draw attention
- It is one the best colors for stimulating learning.

# Blue?

- The most tranquilizing color.
- calms tense subjects and increases feelings of well-being.
- When you see blue, your brain releases eleven neurotransmitters that relax the body
- the most popular color, especially among men. It's calm, soothing, and businesslike.
- may result in a reduction of temperature, perspiration, and appetite.
- Blue may be a bit too calming for most learning environments.

# Green?

- also a calming color.
- Can cause blood histamine levels to rise resulting in reduced sensitivity to food allergies.
- Antigens may be stimulated for overall better immune system healing.

# Brown?

- promotes a sense of security,
- Improves relaxation,
- reduces fatigue.
- is the color of nature, with a feeling of strength and warmth.
- can be both down-to-earth or sophisticated.
- can also induce boredom or evoke a 70's feel.

# Grey?

- the most neutral color.
- Has almost no affect on Audience mood

# And...

- Dark Colors lower stress and increase feelings of peacefulness.
- Bright Colors ( red, orange, and yellow) spark energy and creativity, but they can also increase aggressive and nervous behavior.
- For optimal learning, choose yellow, light orange, beige, or off-white. Those colors seem to stimulate positive feelings.

hello gorgeous!



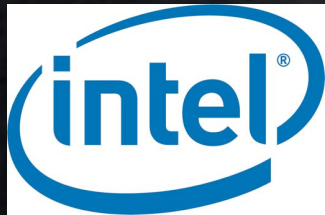
- Hear



Matthew Suttor  
Yale University



Museums have it right





Nostalgia energizes



Nostalgia energizes





- Touch



**Tiffany Field, PhD**  
Touch Research Institute  
University of Miami School of Medicine

# Event Psych 2.0

the next frontier

- affect of self creation
- affect on the creator

# Self-Analysis so far

- Delve into the mind!
- Control the mood
- Design human communication
- Satisfy Human Needs
- Incorporate the Senses

- and laugh!

Thanks!