



41st Annual Meeting & Scientific Sessions 2020 Program Committee Conference Call

Date: Wednesday, October 30, 2019
Time: 11am ET/10am CT/9am MT/8am PT

In Attendance

L. Alison Phillips, PhD (Chair)
Dori Steinberg, PhD (Co-Chair)
Eric B. Hekler, PhD (Past Chair)

Staff

Lindsay Bullock (Executive Director)
Angela Burant (Meetings Manager)
Rachel Mizar (Senior Meetings Manager)

1. Approve 10/9 and 10/14 2019 Minutes

The minutes were approved by consensus.

2. Conference Design Discussion

The committee discussed building in structured networking activities at the annual meeting. Human-centered design thinking as a way to collaborate and network with meeting attendees. The committee discussed adding in another session similar to the student speed networking event for the 2021 Annual Meeting. The opening night on Wednesday for 2021 could incorporate a networking event along with the opening ceremony. One idea was to split off into groups at the opening ceremony and discuss current issues that could be solved in behavioral medicine. Then Saturday come together again to discuss if any of the sessions people attended changed their approach to solving the issue. Dr. Hekler mentioned an unconference style that puts participants first in conference design. Dr. Hekler went to a conference where there was a big white board and people would shout out ideas that could be discussed, then the ideas with the most votes were the topics used to divide up into groups. Another idea Dr. Hekler mentioned was the idea of produsage thinking. Produsage thinking is to think in smaller steps now to solve current issues instead of big picture thinking to solve long term issue. The small steps eventually lead up to solving the big issue, but the small steps are solutions people can use now. Dr. Hekler suggested the Wednesday night session be an unconference style session and the Saturday session be a produsage style session.

3. Education & Engagement for Modern Times

Ms. Mizar attended an event on event design and how to engage meeting attendees. Ms. Mizar said that the average attention span of an attendee is 20 minutes and only 10-15 for millennials. The typical room design of a speaking on a stage with lights dimmed is not engaging and makes presenters feel disconnected. Currently, this typical room design is what SBM uses for all sessions at the Annual Meeting. For future meetings we could change the room set up to be curved rows instead of theater style so people on the far ends can see the presenter better and the presenter can see attendees better. For 2020 SBM will remove the risers from the smaller breakout rooms to make the attendees and presenters feel more connected.

Next Program Committee Conference Call

November 11th, 2 pm CT
Large Committee Call