

*Introduction to Trade Show and  
Meeting Management, Logistics  
and Marketing*



HA 498

Unit 2.1

Meetings - Opportunities to Learn

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# *Objectives*

- Discuss the importance of effective lifelong learning principles to successful meeting management.
- Discuss how adult learning principles affect the development of the educational program.
- Identify stages in development and transformative learning.
- Identify factors of the learning environment that affect how adults learn.

# *Key Terms*

- Adult Learner
- Arranges Environment
- Developmental Factors
- Individualized Learning Patterns
- Interactive Learning
- Large Group Learning Patterns
- Learning Environments
- Lifelong Learning
- Mass Learning Patterns
- Multiple Life Experiences
- Physical Factors
- Physiological Factors
- Problem Orientation
- Psychological Factors
- Problem Orientation
- Physiological Factors
- Self-Direction
- Small Group Learning Patterns
- Social/Cultural Factors
- Technological Factors
- Transformative Learning

# *The Adult Learner - Questions*

- Why are the demographics of a meeting's attendees important in establishing meeting objectives?
- What are the benefits of conducting a needs analysis prior to setting meeting objectives?
- How might the information gained by using focus group interviews differ from information collected by surveys?
- Explain how using the PLAN system can guide the meeting manager in developing meeting objectives.

# *The Adult Learner*



- A strong background in an understanding of the adult learning process is the foundation of successful meeting management. Many meetings today are justified by their goals to educate attendees, therefore, the educational success of the meeting is vital.

# *The Adult Learner*

*cont...*

- A meeting manager's effectiveness will increase significantly through their ability to plan the educational component of a meeting in a way that ensures successful learning. To do this, meeting managers must understand the adult learner.

# *What is Lifelong Learning?*

- Lifelong learning is an ongoing process in which an individual actively seeks to understand and contribute to change.
- It pervades every aspect of adult life.
- For most learners, it is a continuous experience.

# *Who are Adult Learners?*

- Adult learners are experienced consumers who lead busy lives.
- Most work full-time, have families, and are active members of society.
- Adult learners have been described as self-directed people who are responsible for their own lives and should be acknowledged as such.

# *Who are Adult Learners?*

*Cont...*

- They have a multitude of life experiences that make them a highly diversified group.
- They are internally motivated and usually enter the learning environment with pre-established goals.

# *Who are Adult Learners?*

## *Cont...*

- Adult learners can also choose whether they want to participate in a learning experience.
- The learning experience in which adults engage can be as informal as the casual pursuit of a subject of interest, or as formal as taking an evening class or pursuing a degree program.

# *Characteristics of Adult Learner- Summary*



- Adults have extensive pragmatic life experiences that tend to structure and limit new learning. Learning should focus largely on transforming or extending the meanings, values, skills and strategies from previous experiences.

# *Characteristics of Adult Learner- Summary – cont...*



- Major pressures for change come from factors related to social and work roles, expectations and a personal need for continuing productivity and self-direction.

# *Characteristics of Adult Learner- Summary – cont...*



- Adults are more likely to pursue generalized, abstract thought and to express their own needs and describe their own learning process through oral activities that enable them to negotiate and participate in their own learning programs.

# *Characteristics of Adult Learner- Summary – cont...*



- Adults possess an organized and consistent self-concept and self-esteem that enables them to participate as an entity separate from other entities with the capability of acting independently.
- Because of their responsible status in society, adults are expected to be productive.

# *Adult Learning Principles*



Adult learners must feel:

- The need to learn
- The need for ownership
- The importance of relevance

# *Organizational Patterns of Learning*



Organizational learning patterns include:

- Individualized learning patterns
- Small group learning patterns
- Large group learning patterns
- Mass learning patterns


# *Types of Learning*



Adult learning takes two forms:

- Developmental learning
- Transformative learning

# *Variables that Affect the Individual in the Learning Environment*



- Psychological factors
- Emotional factors
- Social/cultural factors
- Physical factors
- Arranged environment
- Technological factors

# *Conclusion*

- Meeting managers must continually remind themselves of their reason for being: facilitation of education for the adult learner within the context of lifelong learning. By remaining constantly aware of this mission, the meeting manager can better provide learners with practical and useful knowledge.

# *Adult Learner Questions*

- **1. Why is it important for meeting managers to understand the principles of lifelong learning?**
- **2. Why will adults learn better when they have had a role in determining the topic of the learning session?**
- **3. Identify Hudson's Stages of Developmental Learning, and suggest an appropriate educational meeting topic for each.**
- **4. Explain the educational importance of group discussion, coffee breaks and other socialization activities.**
- **5. Describe the physical environment in which you feel that you learn best. Explain why this is the best environment for you.**