

INSIGHTS

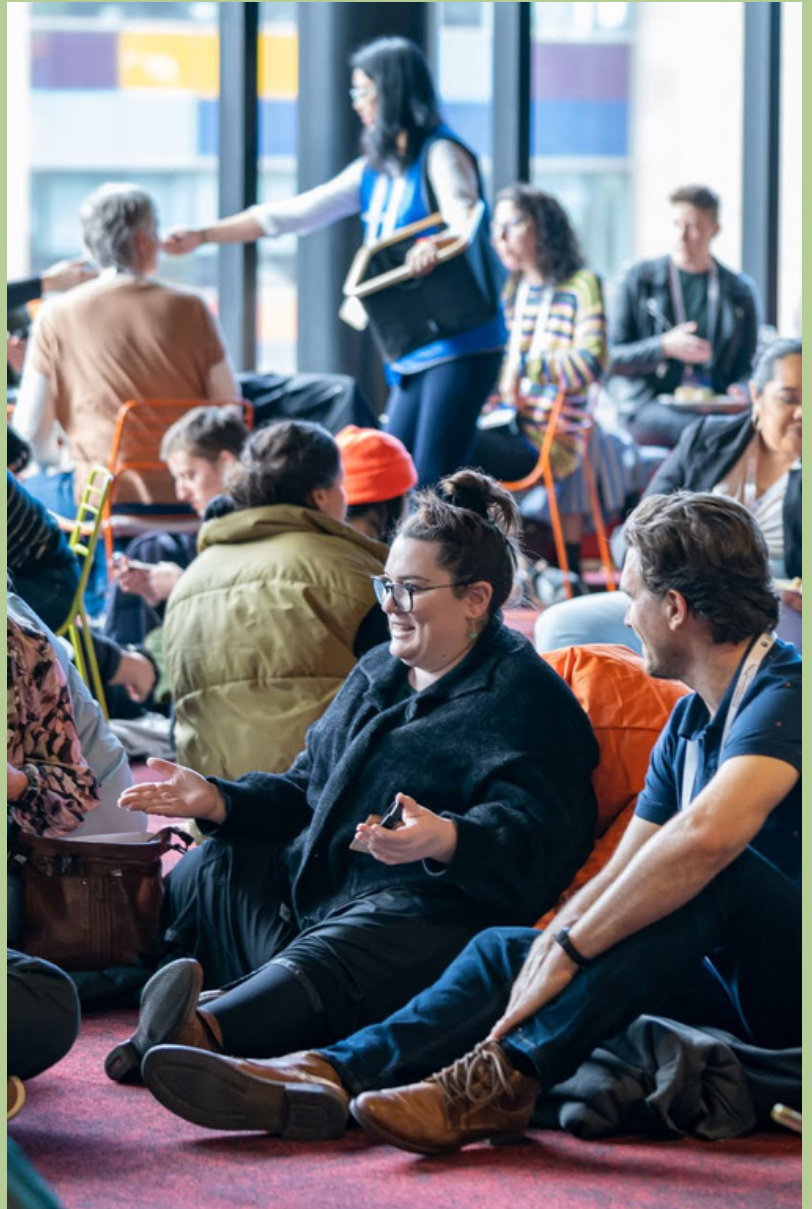
DIVERSIFIED SEATING... THE NEW NORM

The days of offering standard event seating only are from a bygone era. It's time to add more to the usual list of suspects:

- Theatre
- Cabaret
- Rounds
- Classroom

As humans and individuals, we're looking for more, for different, for the seating that helps us to be comfortable and that puts us in the right mood and frame of mind for learning.

We want to be able to move around at the times we need to. Whether that's because we're a bit fidgety, like to move our bodies, get bored easily, have back or hip issues or one of many other reasons.



KNOW WHAT YOUR CUSTOMERS WANT MOST AND WHAT SEATING CREATES A SENSE OF PLACE AND COMFORT FOR THEM.





Diversified seating provides a wider range of options for your attendees. It allows them to find what fits their mood, their body and their mindset.

Does it mean you might need to spend a little \$\$ on something you haven't normally paid for? It might, but you can also be smart with it and tap into what already exists.

That is until the venues we use catch up to us.

- What furniture does the venue have in its public spaces?
 - Are there couches?
 - Are there cafe tables and chairs?
 - Are there arm chairs?
 - Are there coffee tables?
 - Are there bar tables either long or round?
 - Are there bar stools?
 - If you're using a hotel, what furniture or soft furnishings are in their rooms that could be spared - how many decorative pillows does one room really need?
 - Could you add some picnic rugs and pillows to the floor. There are those who may find lying down the right approach for them, especially those who have severe back issues.
- Speak to your event hire companies about the cost to hire bean bags and ottomans and cross reference this with the cost for you to purchase and store to use at multiple events. You could even support others by loaning or hiring them out!



Diversified seating does more than create different styles of seating. It brings texture and a sense of warmth and homeliness into your meeting room. It helps to remove the feeling of being trapped within four walls for lengthy periods of time in a cold and uninviting space.

We've all been there and we all know that it is a rare day when you find a traditional conference chair that is comfortable for more than 20-30 mins. The anticipation of that sets a scene and a perception before an attendee has even entered your event space.

Imagine the delight when they walk in and see the options laid before them including the option to stand at a bar table.

If you want to go to another level, think about how you might then use that diversified seating to create a VIP zone that is roped off and staffed with someone to run and grab you a coffee or place snacks on a funky coffee table. It's a great sponsorship opportunity.

Reach out if you'd like to learn more about how to incorporate diversified seating into your event and start talking to your venues about it. Being able to provide these seating styles is something they will need to adopt and deliver.

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