

Find Your Fascinating

Run Your Best Creative Meeting

No marketing conference is short of talks on storytelling or sharing powerful campaigns from big brands. But... what happened to the art of the creative meeting? When was the last time you ran a creative meeting that left your team inspired and generated meaningful ideas. We challenge you to run the best creative meeting possible. Here are some tips/tricks/tools to help you nail it. A little note: don't view this as a 15 minute meeting. This is a creative meeting that should serve as the cornerstone of an important campaign. Need a little help? Don't hesitate to give us a call.

1. Intentional planning before the meeting

- *Establish a tone for your meeting.* Like any great party, your meeting needs a tone. You need to disrupt the status quo, set new rules, and create a space where ideas can flow. Consider picking a different environment, like going off-site, and kicking off the meeting with an icebreaker (we're fans of the 'say the same thing' game - [here's a link](#)).
- *Get the right team onboard.* The same people tend to fall into similar patterns. Consider a more diverse team with members who might not be directly attached to the marketing team or who might sit on the front-lines. Another tactic? Break your team into smaller groups of 3. This allows more people to have their voice heard.
- *Give a little homework.* Give enough background to get everyone up to speed so you can jump into creative. Consider sending this with a slide deck and a Wistia Soapbox video to start setting the tone. Don't make it that easy though! Ask everyone to come prepared with at least one idea (this forces them to start diving into the challenge).

2. Invested attitude and ideation during the meeting

- *Create a community-oriented culture.* Silos and individualism can kill a creative meeting. It's important to create a community feeling by making it clear that everyone is expected to participate, cell phones aren't allowed, and physical tools like whiteboards are preferred. Basically, forcing things that encourage people to come together.
- *Let the wildly wacky ideas win.* Create a safe-space that fosters silliness by practicing the 'yes, and...' or 'what if...' mindset. You might even try this exercise, ask: "what's the worst idea we can come up with?" The goal is to unlock parts of your mind that are typically turned off on your day-to-day world that likely encourages efficiency over ideation. Don't be afraid to moderate by redirecting the conversation when things get 'too' silly or lose momentum.
- *Weave in breaks and exercises.* Give your team room to think and breath. A few 15-minute breaks dedicated to silence will allow some members of your team to catch-up and connect pieces of the puzzle. Mini-voting sessions can create a renewed energy around some of the "sticky" ideas.

3. Continued momentum after the meeting

- *Provide an extended period of contribution.* Not everyone thinks the same way. Some members of your team will need more time to process things and provide their best ideas. Ask people to continue contributing ideas for the next day or so.
- *Define roles, responsibilities and remove responsibility.* Let key members of the team know what they need to do and when, but also let others know if they don't have tasks to help them unwind their emotional investment in the creative session.
- *Ask for feedback.* It's simple, we all need to get better. Running a meeting retrospective or providing a simple questionnaire will give you feedback to keep making the best creative meetings that everyone wants to join.