

SmartLab



Introducing SmartEvents

Powerful virtual events

A large number of blue and white butterflies, possibly Gossamer-winged butterflies, are shown on a sandy surface. The butterflies are in various positions, some with wings spread, creating a dense and vibrant scene. The background is slightly blurred, emphasizing the butterflies in the foreground.

100% Results 0 Airmiles

How do you create an immersive event experience - entirely online?

Ludic SmartEvents are powerful facilitated events that take place online. Blending seamlessly with your preferred videoconferencing technology, SmartEvents bring together a structured process, expert facilitation and state-of-the-art collaboration tools to advance your work, wherever in the world your participants may be.

Using a non-linear, multidisciplinary approach, we create unique virtual experiences both that bring people together in meaningful ways.

Our SmartEvents can be used for future visioning, programme alignment, process design, detailed system design and more.

Accelerated Decision Making

SmartEvents deliver all of the elements of a powerful face to face DesignEvent within an innovative online format. SmartEvents are ideal for aligning your key stakeholders and shaping your organisational future.

SmartEvents enable you to bring your most important stakeholders together to solve strategic and organizational challenges in an accelerated time frame.

They take the form of a single environment, distributed virtually over time and distance - connected by Ludic's digital transformation platform: SmartLab.

SmartEvents have been used for:

Finance Transformation
'Complex Bids'
'Audit of the Future'
Supply Chain
Digital Innovation
Transformation Programme
Design

Shared Service Centre
Implementation
Strategy Design
Future Proofing
M&A and Operating Model
Design



Knowledge Rich

Access to all resources and media needed to advance the workdashboard real time insights



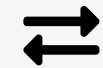
Expert Facilitation

Content and process facilitation combining plenary and breakout work



DecisionApps

State-of-the-art collaboration and decision making tools



Efficient Working

Real time (synchronous) and self managed (asynchronous) working



Event Preparation

End to end event design and delivery services



Data-Driven

Real time event documentation through DecisionApps



Connected

Flexible delivery and management of event logistics including invites and environment



Content Libraries

Expert content materials to support any event topic

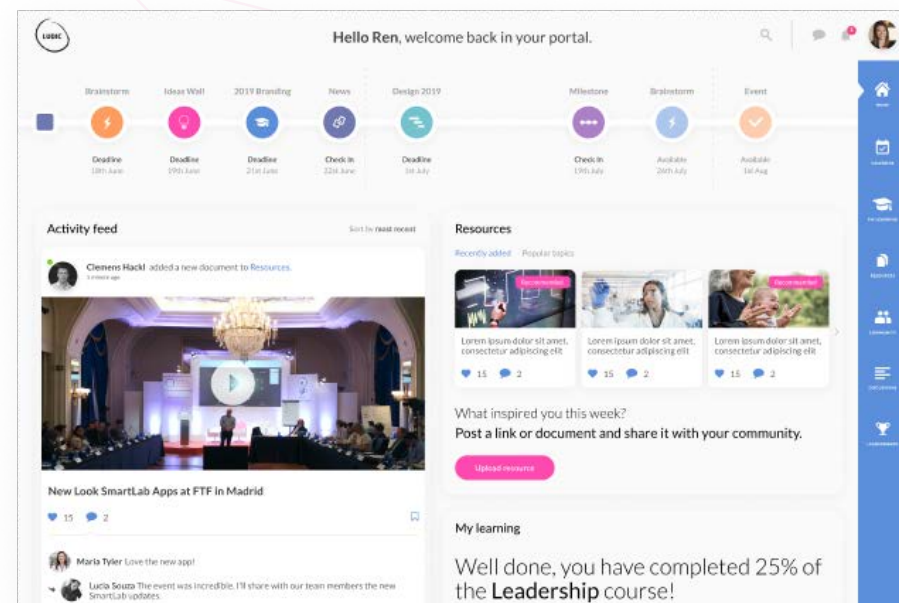
The SmartLab Platform

A powerful digital platform supporting knowledge sharing, ideation, voting and collaboration. With its easy to use interface it facilitates fast decision data entry, visual documentation and accelerates decision making.

SmartLab goes beyond traditional programme delivery tools to help global organisations shape their strategy, engage people on the journey and rapidly build the capabilities required to achieve the organisational goals.

The Platform facilitates:

- Invitation management
- Pre-event knowledge base sharing - publish event related reading material ahead of time
- Pre and post event online discussions - connect participants with event related content and each other before the event
- Crowdsourcing pre event to define specific questions to be addressed during the event
- Teams to work through complex data sets, from multiple perspectives to make decisions – and package those decisions and data into tools that are immediately useful for implementation and communication
- Team brainstorming during the event
- Feedback submission through the event
- Documentation & ongoing community support post event - make resources and content available to participants as and when needed during events allow participants to share their own material and notes with the event community
- Enable participants to access all collated knowledge and conversations after an event
- Easy access from any mobile device or tablet



Powered by Decision Apps

DecisionApps play a fundamental role in the delivery of SmartLab programmes. They are a series of digital “building blocks” that connect together in different combinations to enable powerful and accelerated working practices to take place. They are the DNA of SmartLab’s Strategy, Collaboration, Design and Learning solutions.

Collobrate with your team, visualise ideas, ideate, create data, you can do it all through Decision Apps

Brainstormer

Brainstorm with your team and visualise the ideas.

IdeasMatrix

IdeasMatrix provides a collaborative and visual approach to establishing the relationship between ideas.

TrendCompass

Interactive and engaging surveys and analyses response data in real time to establish emerging trends.

RoadMap

Collaborative, real time mapping of activities, milestones and responsible teams within an online setting.

ProcessMapper

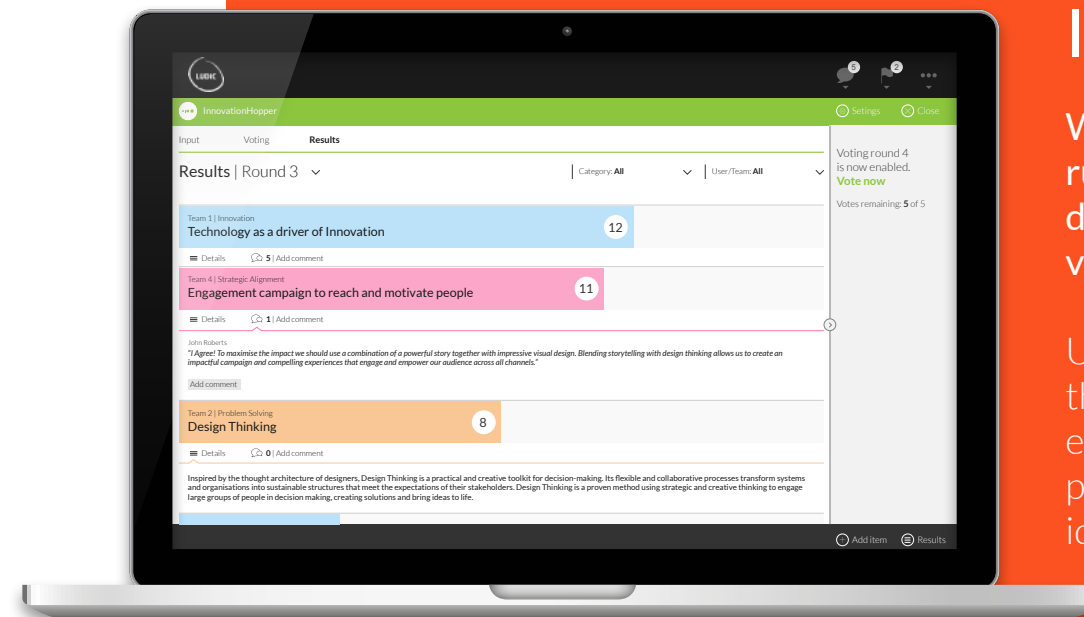
Enables teams to quickly represent a structure and how elements interconec

IdeasWall

A collaborative space to share ideas, comment, vote and add media to bring the stories to life in real time.

ExternalContent

Connect with intranet sites, 3rd party pages and websites from within the SmartLab platform.



Innovation Hopper

With the Innovation Hopper you can run mass ideation sessions, accelerate decision making in teams and capture valuable data.

Unlock creative potential working through a series of guided steps from early stage idea generation through to prototype development, testing and idea selection.

LiveScribe

Our global network of visual scribes (also known as graphic recorders) help people get the most out of events by capturing ideas, insights and decisions in a way that is memorable and inspiring.

For virtual meetings across different continents, a scribe will connect remotely into your event via webcam or audio and capture the ideas and conversations from Ludic’s artists studio.



SmartEvent Services & Tools

Our approach to SmartEvents is simple, effective and transformative
It is divided in 3 phases:

Pre-event phase: gather information, build the right team, set the framework.

Event production phase: bring together stakeholders, facilitators, documentation team, technicians, designers.

Post-event phase: rapidly produce the event’s design deliverables. We can take care of everything by providing a team to facilitate, produce and document the design event. Or, you can pick and mix the design tools by selecting the tools that support your current decision making.

Pre Event

Research
Event Design & Design Production
Visualisation

Event Production

Facilitation & Documentation
Visual Scribing
Subject Matter Experts

Post Event

Powerful Online Documentation, film editing & other Media Based Engagement tools
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Pre Event

Research

We understand that understanding content is paramount to creating value. Our design research teams combine design-led thinking and human-centered research methods to discover insights that help organisations better understand and adapt sustainably to their future needs.

Event Design & Production

We work in close collaboration with the sponsor team and use accelerated learning processes and Design Thinking tools such as prototyping, future visioning and rapid iteration to underpin the design of the event’s production.

Visualisation

Working alongside information designers, we help to develop your initial thoughts into a workable structure by creating high impact communication that bring ideas, systems and stories to life.

Event Production

Facilitation & Documentation

The participant experience is created and can be supported by Ludic’s experienced team of facilitators and documenters. Innovative methods in event documentation are used to capture moment to moment decisions, insights and ideas. Methods include graphic scribing, video self-documentation, summary documentation, filming and photography.

Visual Scribing

Ludic’s graphic scribes synthesise and record event conversations using the universal language of images. Their visuals energise and create a common point of understanding which the participants use to bridge their separate knowledge domains, share understanding and improve decision making.

Subject Matter Experts

The Ludic Group are practitioners whose thinking and doing bridges the creative, academic and business communities. From this network of professionals, Ludic provides research and content that is current and targeted. Practitioning perpetually advances through our close work with London School of Economics and Political Science, University of Cambridge, Royal College of Art & Design and Imperial College.

Post Event

Transformation often loses momentum as it begins to scale. Typically this is because of lack of engagement. It is important to create specific opportunities for individuals to stay engaged in the change to maintain momentum and harness the best thinking across the organisation in a structured way.

Ludic creates state of the art multi-media engagement programmes that use the best of digital, apps, rich pictures, animations, film and more for high impact across the organisation. These unique and proven methods, tools and services are used to support Engagement and Communications programmes of all sizes.

Interactive Film & Media

Immerse, engage and connect your audience by enabling them to become active participants in your story. Engage them with interactive and media rich applications, games, exercises and films.

We create innovative communication campaigns, bespoke learning experiences, and deeply immersive narratives that drive greater engagement and interaction.

High Quality Communication Artefacts



Interactive Design

Our Interactive Design solutions are user-oriented experiences that communicate complex processes and strategies through collaborative technology.

Ludic specialise in creating interactive visual media. From apps, websites and web portals, through to iBooks and online magazines, our designs give power to the user and connect people with the message.

We can work with you to turn your event outputs into valuable and engaging multi-media artefacts to maintain momentum and continue to motivate your participants

Microsites

Microsites add value by creating in-depth information about a particular strategy or mind-set shift. By having specific cohesiveness as compared to a broader overall parent website, they are useful for engaging an audience in specific tasks and information hubs by using interactivity and cutting-edge graphics.

iBooks

iBooks create an interactive, immersive and engaging experience utilising features such as pop ups, reveals, interactive image sliders and one tap navigation. They can be built around interactive feedback systems where the reader could indicate their progress and priorities, which are then collated, with data sent to an administrator to feed back.

E-magazines

Working in close collaboration with a client, we produce highly interactive digital magazines for iPad and web browser. Using the latest technologies e-magazines are an immersive multimedia learning experience that can also be used as an onboarding tool and public relations resource.



Virtual Reality

Taking the immersive experience one step further, Ludic is able to combine state-of-the-art VR technology with visual and business services to create memorable learning experiences.

Ludic has experience in using VR as a learning tool to simulate and make business solutions accessible to users through VR. Our design and technical team can create a bespoke solution to different requirements and budgets.



An immersive Multimedia Learning experience



Case Study

Accelerating the shift to digital

Challenge

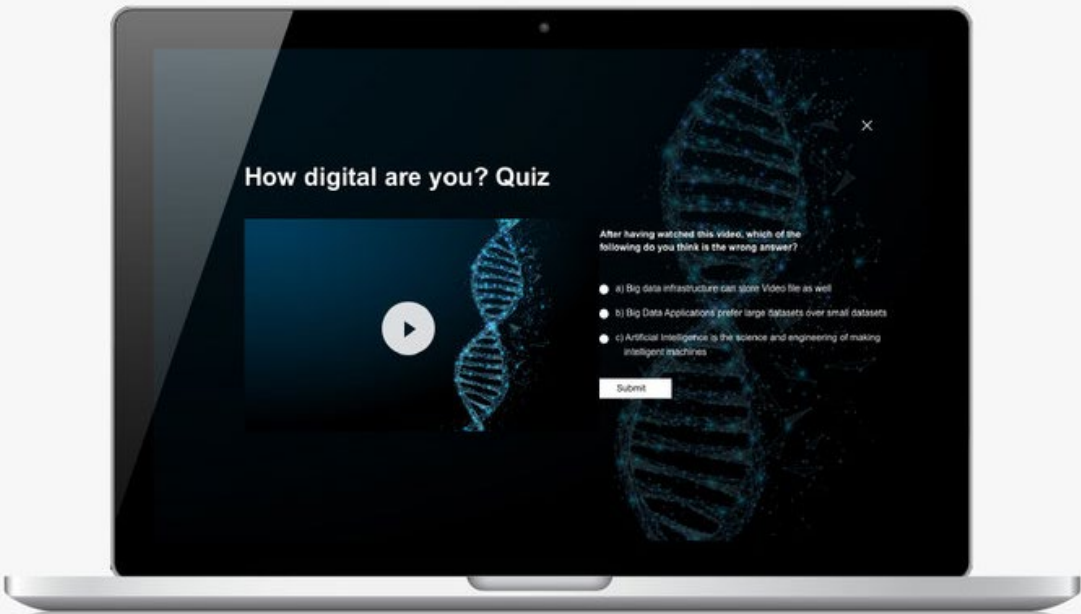
Bringing together key stakeholders from around the world to collaboratively design a complex solution that will engage 120k employees and enable a shift towards digital working practices.

Solution

As part of a wider culture change programme intended to shift working practices towards digital for over 120k employees, this global organisation brought together leaders from across the business to align on the design principles of the solution with a SmartEvent.

The event was held over several 2 hour “sprints”, whereby an experienced facilitation team took the leaders through different stages of a solution design process, all within the SmartLab environment.

The result was a detailed blueprint and delivery plan, achieved within an accelerated timeframe with an aligned leadership team. The leaders continued to be involved in the delivery of the solution and played an instrumental role in the wider adoption. This was enabled through the continued collaboration of the team in SmartLab after the event.



Case Study

Reinventing Change Consulting

Challenge

A leading change management consultancy wanted to align its global leadership team to achieve exponential growth by harnessing the opportunities presented by big data, digital and analytics. They needed to bring together the top 150 leaders across globe, agree their “big bets” and define a plan to roll out the the strategy.

Solution

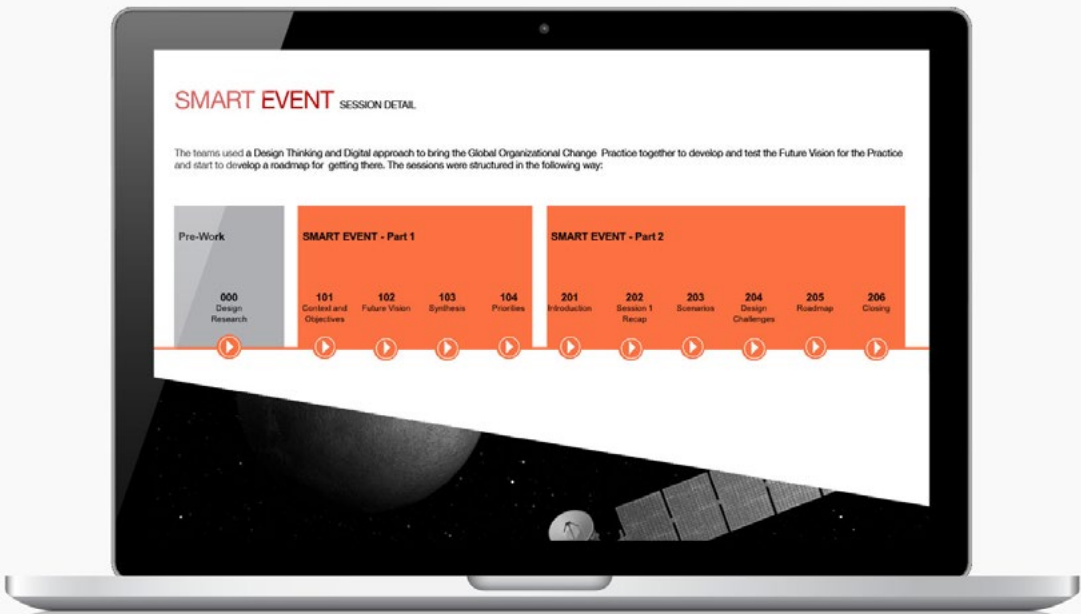
The client commissioned a SmartEvent, facilitated by the Ludic Group to support the event design, delivery and post event documentation.

Event design included research into Change management and Digital trends, activity and assignment scripting, visual design services, event logistics and configuration of the SmartEvent environment.

Event delivery included a full team that coordinated every aspect of event delivery. This included event facilitation to guide the discussion, process facilitation to event flow (e.g. digital breakouts) and documentation in the form of visual scribing and reportage.

Post event documentation was a detailed output document with the key event decisions along with the data from the SmartLab environment.

The client was able to collaboratively “reinvent” their change management practice into a data driven organisation and rolled out the key elements agreed in the SmartEvent.



To find out more about Ludic's SmartSolutions and to view our other services, please visit

<https://ludicconsulting.com/services/smartevents>

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