

The “social bubble”

Dr. Rodolfo Musco, CMP, CMM

Dr. Domenico G. Bozza, Psychologist

Contents

1. What is the “Social Bubble”?
2. What effects it may have on meetings?
3. Is it possible to move from “Social Bubble” to “Group Bubble”?
4. What a meeting professional should do to clear the negative effects to the Social Bubble
5. Tips to take home

What is the "Social Bubble"?



“Mental space around an individual where the borders define the intimacy relationship with other individuals”

What is the “Social Bubble” ?

- “Animals” live in a virtual “bubble” that represents:
 - their intimacy
 - the ray of security to perceive an attack and start a rush away

Natural vs. Cultural

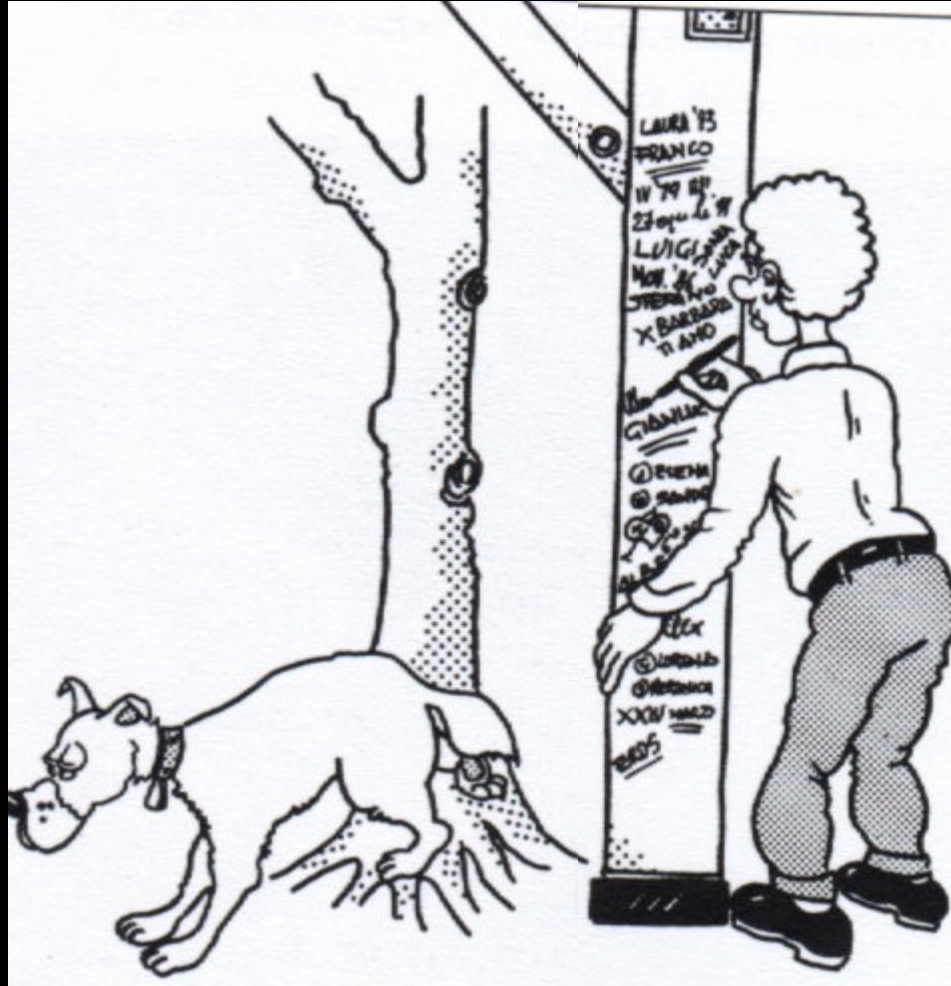
In animals...



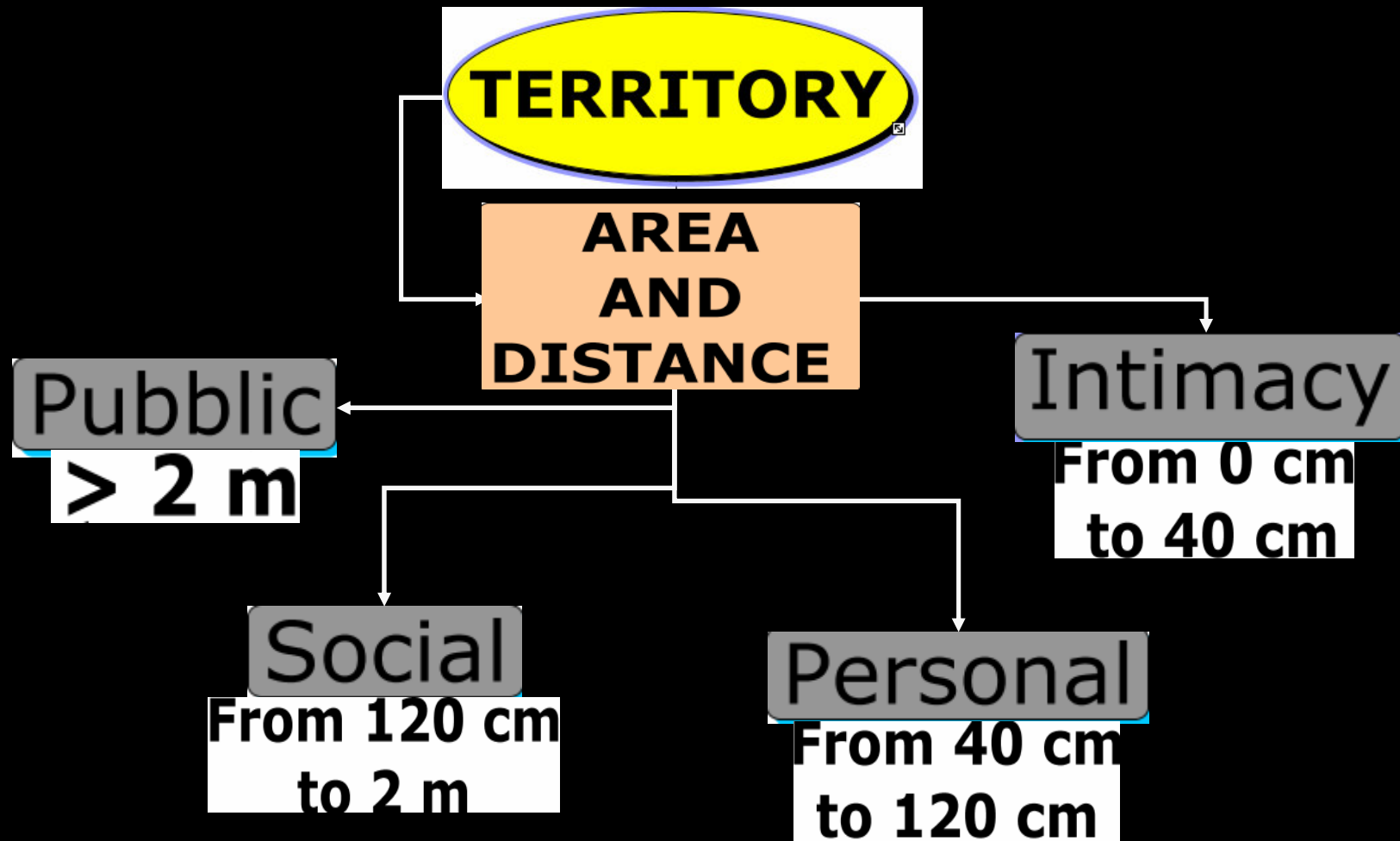
**Defence and
marked territory**

**Rush away
and attack**

Tracing the “territory”



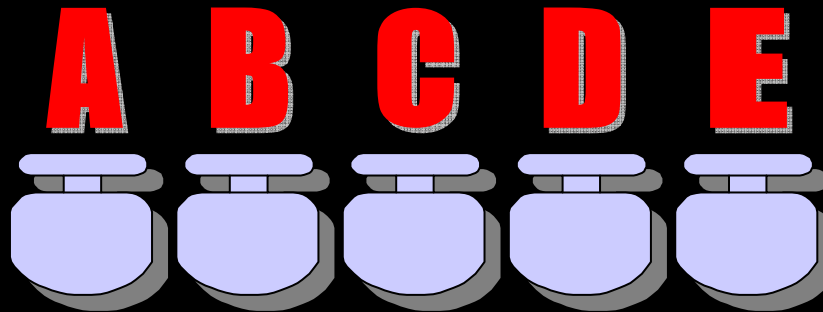
People...



Example 1

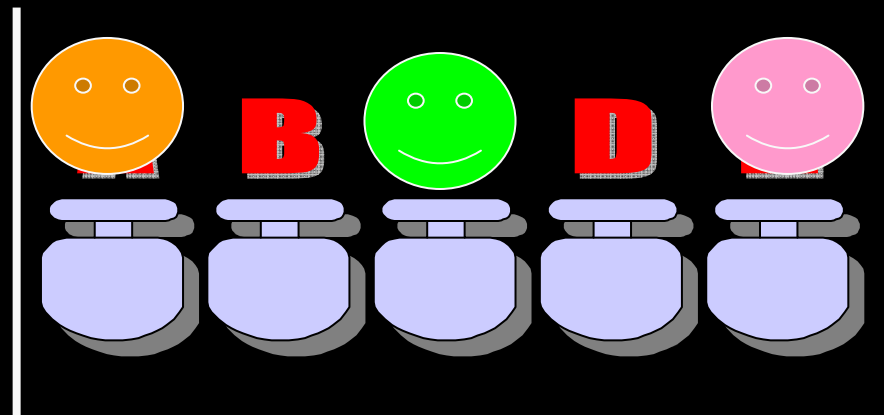
Train/Bus/Subway

*Three peoples enter a subway cab.
Which sits do they take?*



Example 1

Train/Bus/Subway



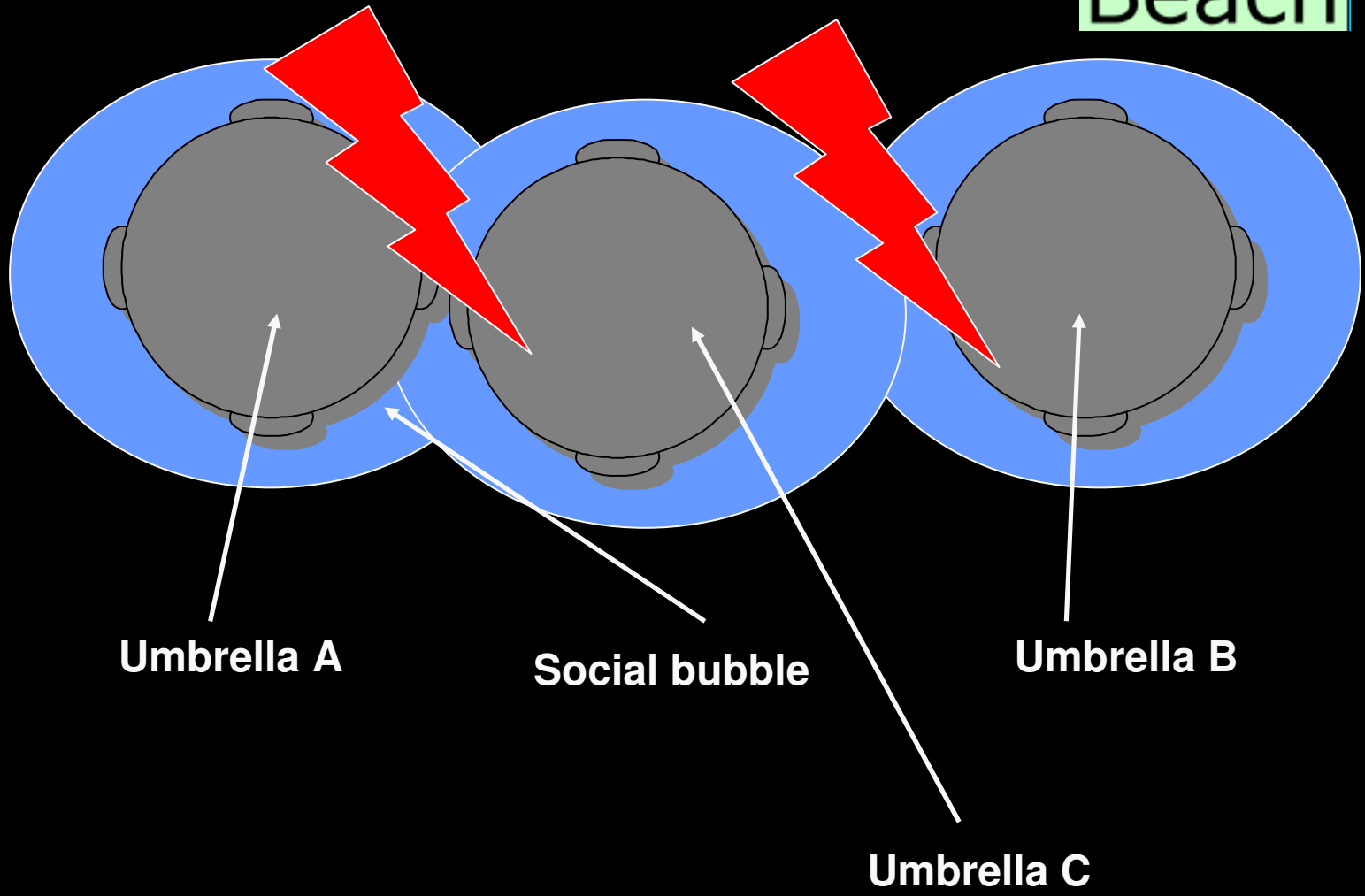
Example 2

Arms extension



Example 3

Beach



Natural needs satisfied by social bubble

Intimacy
(Es. Bedroom)

Safety
(i.e.: home)

Belonging
(i.e.: community)

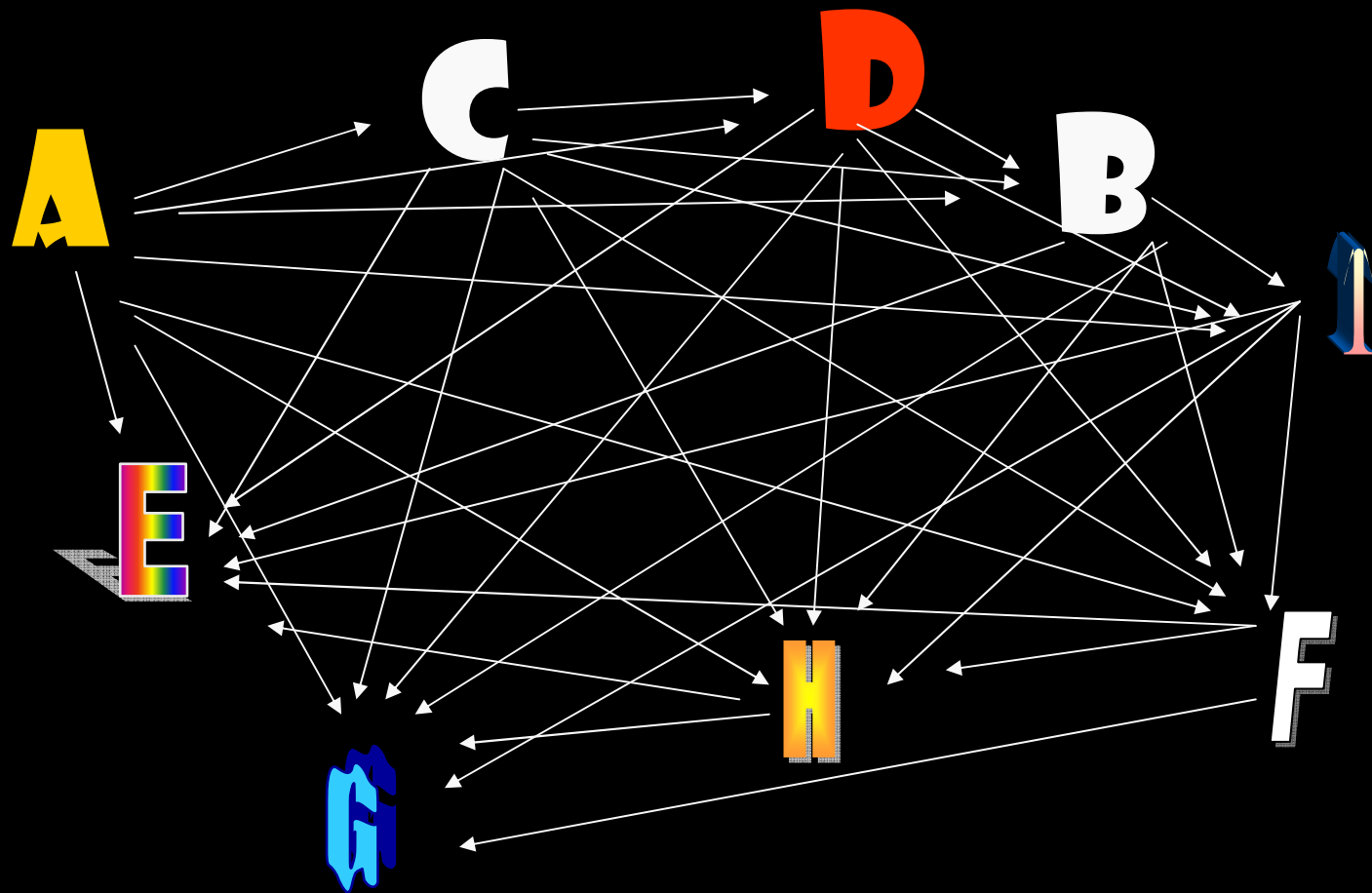
Strenght
(i.e.: football team)



What influence the social bubble may have on meetings ROI?

- Meetings are very special means of communication, because of:
 - Interaction
 - Adult learning
 - Process of psychological anchorage
 - ... many other sociological dynamics

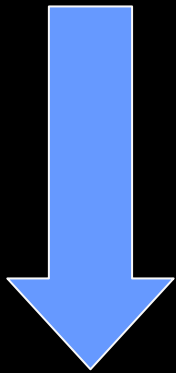
The "directions" of communication in meetings are "n" ("n" = number of participants)





**How is it possible to better the
“sense of us” and the interaction?**

“Social Bubble”



“Group Bubble”



When, how and why is it possible to modify the “social bubble”?

Type of meetings

“Product” like

- Congress
- Seminar
- Symposium
- Etc.

“Gift” like

- Corporate convention
- Incentive travel
- Advisory Board
- Speakers forum, Etc.

Question

Which type of meeting needs more attention to the social bubble?

- A) “Product like” meeting
- B) “Gift-like” meeting
- C) All of them
- D) None of them

Cont. **When, how and why is it possible to modify the “social bubble”?**

- There are three areas that we can manage in order to obtain the “group bubble”:
 - Language
 - Space
 - Movement

“Language” planning

- Pre event communication
- Registration
- Signage and walk-in
- Presentations
- Social program



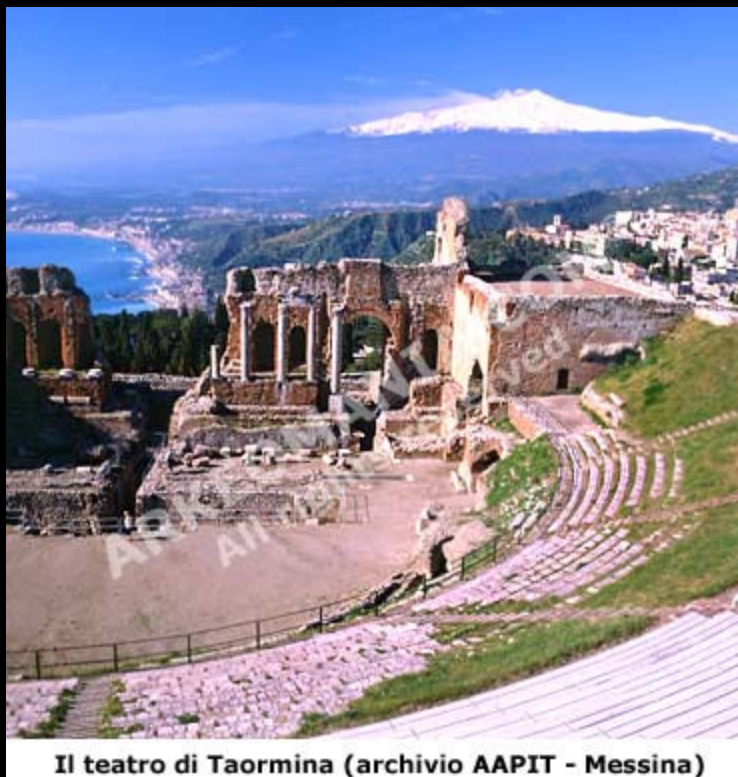
“Space” planning

- Set up of the conference room
- Set up of the “social space” for F&B activities
- Avoid barriers
- “Ph” factor

Example of “social distance”



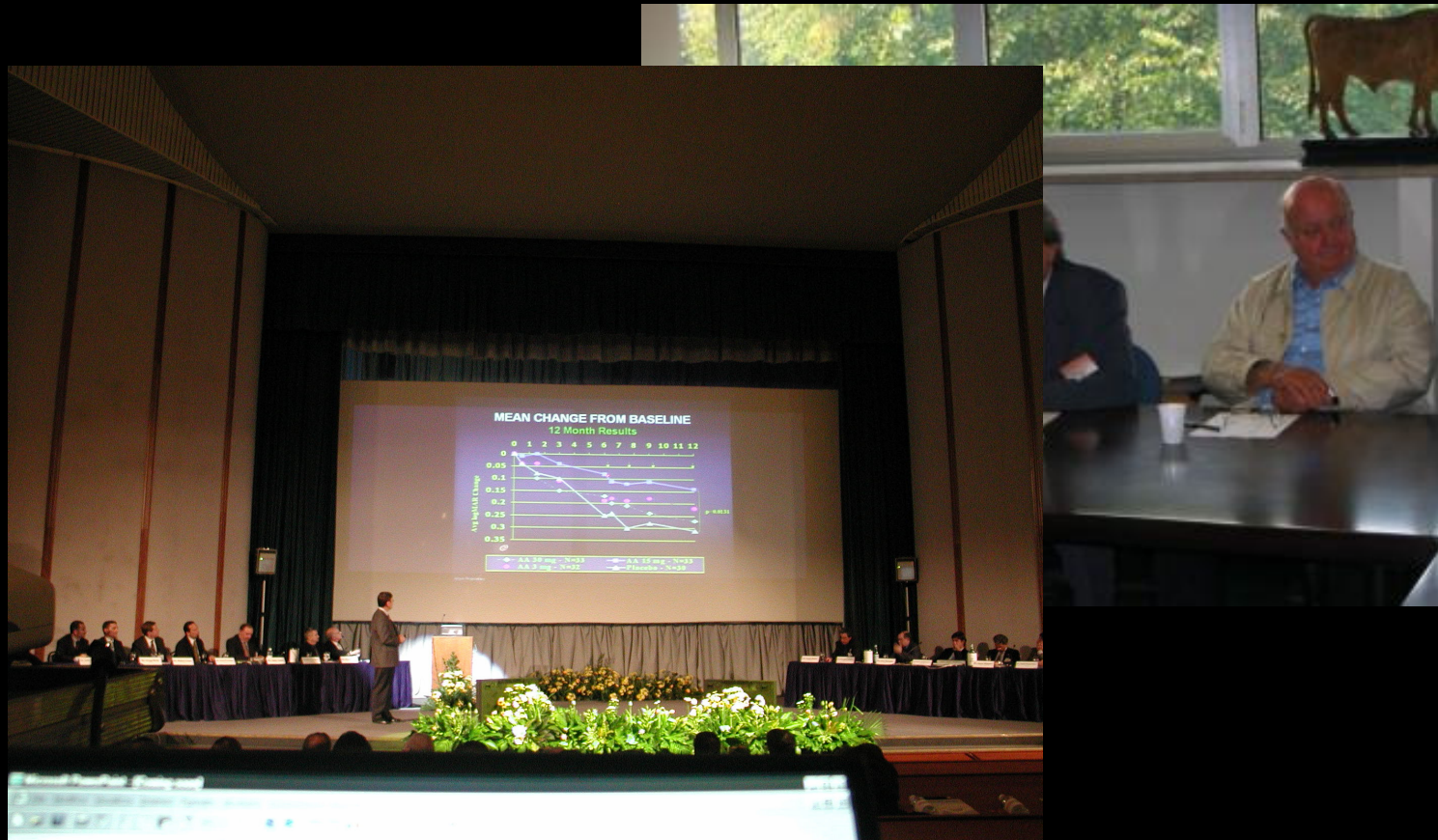
Space planning



Cont. Space planning



Cont. Space planning



Cont. Space planning



Movement



- Use more than one room
- Max 50 minutes
- Physical action

Conclusions

- Our activity is related to individuals who are bearer of “needs”
- One of our tasks is to facilitate the change of the “*social bobble*” into a “*group bubble*”
- We can achieve this by planning and managing “*language*”, “*space*” and “*movement*”
- There are “affluent” disciplines that may be applied to enhance the results of our meetings

Thank you for your attention



musco@motivationandevents.com

drbozza@tin.it