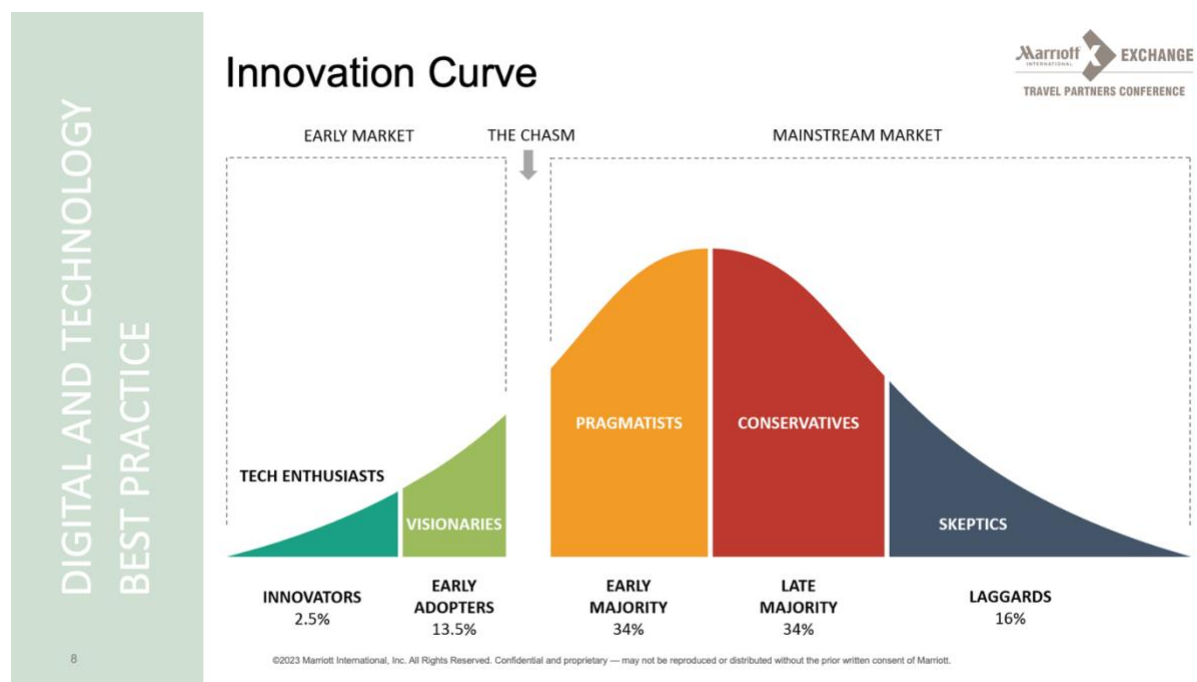


Managing the adoption curve.

At Encore we are constantly challenged to improve and increase adoption of new ideas, technologies and design innovations. We can understand tech adoption and change management by the diffusion of innovation bell curve. It was developed in the 1920s and popularized in the 1960s by Everett Rogers. It explains that your audience and participants will fall somewhere on this curve when they encounter any innovation or change.



INNOVATORS

Many people are born innovators who seek novelty and want to try new things. We prefer if things are changing.

EARLY ADOPTERS

Visionaries watch innovators closely to see what works and how they can leverage it, becoming early adopters of the good ideas.

THE CHASM

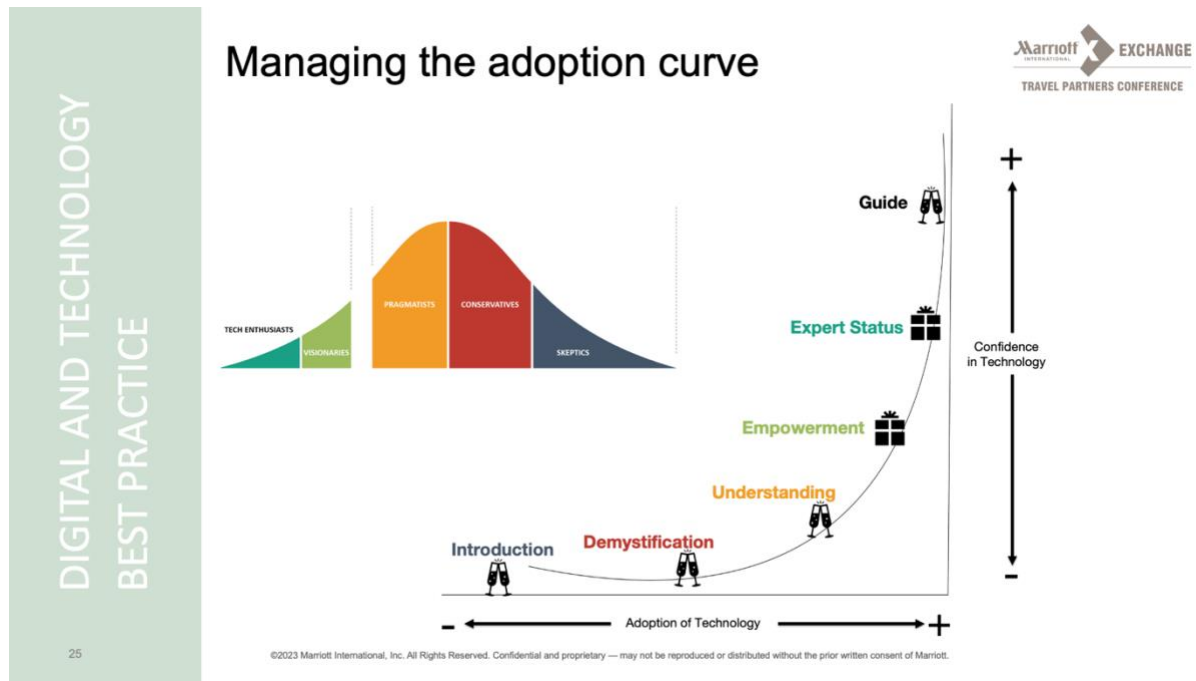
There is a chasm that occurs between these two futurist type mindsets. It is the role of the Event and Tourism professional to bridge this chasm and connect with the Mainstream attendee/participants.

THE EARLY AND LATE MAJORITIES

The "Majority" of your audiences live at the top of the curve. They need to see the outcomes of the innovation and how it benefits them. They might see the innovators as reckless and the early adopters as overly enthusiastic. The 68% are who we are leading towards transformation and innovation. They need to be the focus of our design efforts. How might we get them to adopt and engage in new ideas and experiences at our events and inspire them to not only join the early adopters but help others embrace the new ideas.

Finally, there will also be Skeptics and Laggard, who do not want change of any kind and will probably complain when it happens. Will you allow those participants control the experience for everyone else. If I had to guess I would say the most of your audiences responding to event and tourism surveys are either Early Adopters or Skeptics. It is in their nature to share, more than the other 3. They love to share their enthusiasm or criticism with others, a survey is a great opportunity to be heard and feel they are contributing to the experiences in their own way. However, They are polarized mindsets and if not managed can become a distraction when we address idea and tech adoptions of the majority.

At Encore we work with team to think about digital and change adoption like a curve. The bottom axis shows the level of adoption from low to high and the vertical shows they confidence in the idea or their ability to use a technology solution.



We map out the journey so that we have intention and connection to all people in our bell curve.

The Skeptics (who you may never win over) need to be introduced gentle to the new idea or tech, they will be the most challenging to take through the next 5 steps

Your Conservatives/Late Majority require you to demystify the idea or technology. They need confidence before they will join the others through the next steps. Part of the demystification is helping them see why it is important they adopt the new ideas and that it is accessible to them, whatever their level of digital dexterity.

The Pragmatists/Early Majority want to understand how the idea or technology relates to their world and how using it immediately benefits them and how it is easily actionable.

The Visionaries/Early Adopters need to be empowered to use the idea or tech in ways to progress them to expert status within the group. They are probably onboard already, but need help to communicate their adoption to others.

Enthusiast/Innovators naturally becoming an expert of the idea or tech, probably because they were already looking at it before the others encountered it.

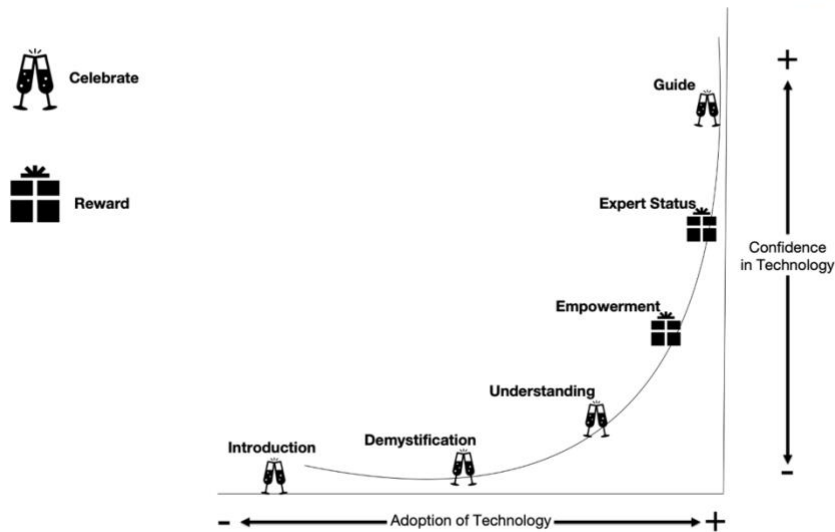
The aim is to get all participants, particularly the first 3 to the role of Guide. Shifting the ownership and making them the driving force of the innovation adoption. In essence activating the community to lead its own change and transformation.

What is often forgotten is the recognition and reward for moving through the adoption curve.

The tech and app industry does this really well. When you use a solution like Waze to navigate city streets you may have noticed the little candy icons that pop up and make a chime sound when you drive over them? They serve little to no function other than to give you a sense of achievement and reward for using the app. It's a quick dopamine hit for your app loyalty and your brains respond almost subconsciously.

DIGITAL AND TECHNOLOGY
BEST PRACTICE

Managing the adoption curve

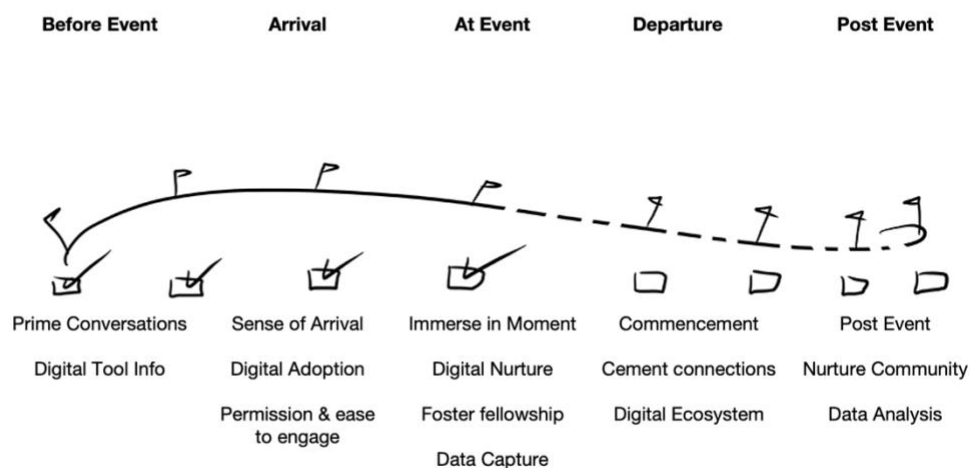


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How might you give them moments of celebration and reward them as new ideas and technologies roll out? We suggest you are intentional with your adoption curve and map the journey with moments that introduce, demystify, create understanding and empower experts to support each other as they explore new ideas and technologies. Don't forget to celebrate participants progress and reward the right behaviors that get the, closer to Guide status. You will be pleasantly surprised to see that they will become the leaders of innovation and transformation for you. All you need to do is keep nudging them in the right direction of change.

DIGITAL AND TECHNOLOGY
BEST PRACTICE

Journey Mapping experiences



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Reach out to Encore's Strategy Team to learn more about how to use strategy to improve adoption and increase engagement at your next event. anthony@encoreglobal.com