



Shaken & Stirred

Project Overview, Background, and Proposed Ideas for 2018

Jennifer Weiss, PhD
July 27, 2017

TABLE OF CONTENTS

Overview	3
Mission	3
Vision	3
Project Background	4
Website and Social Media Infrastructure	5
Shaken & Stirred 2017	6
Response to the 2017 Event	7
Preliminary Ideas for Shaken & Stirred 2018	8
Resources and Support	11
Appendix A: Event Ideas First Shared with SIOP Representatives (Sept 2, 2015)	13
Appendix B: SIOP 2017 Special Session Proposal (May 9, 2016)	14
Appendix C: Shaken & Stirred 2017 Website/Microsite	17
Appendix D: Social Media Pages	22
Appendix E: Shaken & Stirred 2017 Pictures	25
Appendix F: Sample Shaken & Stirred 2017 Feedback	29

OVERVIEW

Shaken & Stirred was conceived as a long-term project to expand perspectives and generate new ideas and collaborations. The goal is to create spaces where people across the I-O spectrum and beyond come together to be inspired, get engaged, enhance our relevancy, and maximize our impact.

The 2017 Orlando Shaken & Stirred event was an exciting, experimental collaboration including SIOP representatives, a diverse range of SIOP member involvement, outside partners, and the Shaken & Stirred project team. The new and innovative format was almost two years in development.

The first event was intended to serve as a pilot for a new kind of conference experience, one that would bring the I/O community together in a provocative and entertaining space. Our aim was to create a highly-anticipated annual event that stretches the boundaries of the traditional conference and supports the evolution of I/O science and practice.

The inaugural event was presented in collaboration with SIOP's Invited Sessions committee. It was very well-received, proving successful in its goal to attract a diverse audience and appealing to the full breadth and depth of the I/O community.

As the result of significant buzz and interest in the project, we are poised to create an even more dynamic experience if the collaborations continue. We are also eager to play our part in furthering the Team SIOP theme and creating a memorable component within the larger conference experience – one that spans all interests and cross-pollinates ideas across our diverse community.

We recently learned the Chicago conference location poses more challenges than usual that will significantly impact the conference and program due to severe space limitations and budget constraints. Our understanding is SIOP is now questioning how Shaken & Stirred might fit within the conference.

We are pleased to report that upon hearing of potential resource constraints, last year's speakers rallied their support. Several organizations have since expressed interest in potential sponsorship for Shaken & Stirred!

For this reason, we hope to connect with SIOP representatives soon to explore creative ways S&S can add value to the 2018 conference. Toward that aim, the goals of this document are to share background and context on the event and propose Special Event ideas for 2018.

MISSION

The mission of the Shaken & Stirred project is to inspire, engage, and challenge the I/O community to broaden the field's impact and influence through the sharing of diverse ideas and connectivity of members and partners.

VISION

Designed to be an ongoing project and evolving annual event, Shaken & Stirred aims to create new conference experiences, and supporting online forums, where people across the I/O spectrum and

beyond come together in a provocative and entertaining space that inspires and engages us all to push the boundaries of the field and increase our impact and influence.

Depending on interest and value with the event over time, we hope to utilize the One Question, Two Minutes format for a few years, and then either change the content dramatically or pass the project on to a new event team to evolve for the benefit of SIOP and the field of I/O.

PROJECT BACKGROUND

Building 20

The inspiration for Shaken & Stirred started comes from MIT's Building 20 and the remarkable innovations, collaborations, and breakthroughs that came out of an unconventional space. It was built as part of the WWII war effort for research and was meant to be temporary, but it ended up serving as a creative incubator for 55 years. Nine of its inhabitants became Nobel laureates, two became presidential science advisors, the first atomic clock was built there, Noam Chomsky changed the direction of modern linguistics within its walls, and it was where hacking culture (and even the term "hacking") were born. It grew innovative new products and businesses and incubated completely new scientific disciplines.

There was a spirit of nonconformity and open exchange within its walls that bubbled up innovation and fast-forwarded progress. As Jonah Lehrer wrote in the 2012 *New Yorker* article "Groupthink", the space "forced solitary scientists to mix and mingle". No one department owned it, and the tiny offices, long corridors, and mishmash of people and interests led to an exciting stew of creativity. For decades, the building was also famous for great parties, sometimes spontaneous, where people of all backgrounds mixed and ideas flourished.

Many have tried to recreate the magic of Building 20, often through creative architecture (e.g., the new Google corporate headquarters complex "Googleplex", and Facebook which actually named a building "Building 20"). Instead of using architecture, our goal was to create an event for SIOP that would bring the best of Building 20 to the I/O community. To create a space that mixes our diverse community, exposes us all to new ideas, challenges us to add more value, and then inspires us to connect and exchange ideas through interaction and dialogue.

SXSWi 20x2

A 2015 event in Chicago called 20x2 provided the framework needed. 20x2 events have been held annually at the South by Southwest Interactive (SXSWi) conference for 17 years (20x2.org/). The format is for 20 people to take the stage for two minutes each to answer one seemingly simple question (the question changes each year). These evening events are held at a local theater space and have an atmosphere of thought-provoking performance pageantry. Alcohol is served, and there is a strong social component: before, during (intermission), and after the event everyone present interacts, reacts to what they have heard, and shares ideas. The mixing and mingling component is organic and relaxed, with no formal structure.

Discussions soon began with representatives of SIOP about the possibilities of such an event. At the time, it didn't have a name, but the idea was to hold an event with 15-20 speakers in a reception-like environment. See Appendix A for the first communication about this event from September 2, 2015.

The incoming Program Chair, Zack Horn, suggested waiting until 2017 so it could be piloted as a Special Event. During that time, the collaboration grew to include a few thought leaders willing to take part as the first confirmed presenters, and graduate student volunteers who would round out the "event team" and help with planning and social media.

Special Event Status, 2017

A proposal was submitted for Special Event status in May 2016 (see Appendix B). The hope was still to have cash bars and socializing time as part of the event when the Special Events committee for the 2017 conference confirmed they wanted to work together. Aarti Shyamsunder, a Special Events committee member, asked to work with us directly on the pilot project. As co-chair, she proved to be an invaluable team member and thought partner.

It was at this time that Shaken & Stirred was named. The title was intended to set the expectation of boundary-breaking ideas, evoke the mixing of people together, and make it extra appealing and intriguing to the SIOP community with the addition of a cash bar. (The logo was originally going to be swirling drink). In the fall, we were informed it was too ambitious to ask for a cash-bar and time for "mixing and mingling" on top of such an experimental format, but we decided to keep the name since the event was supposed to evolve.

WEBSITE AND SOCIAL MEDIA INFRASTRUCTURE

Following the successful model of 20x2, and after speaking to the 20x2 creator, Kevin Newsum, we knew we wanted a dedicated website and social media pages to evolve the project. For the pilot year, SIOP AO requested that we not develop and host our website independently. Instead, they asked for us to develop it and have them host it as a microsite on siop.org. This meant we created and designed all content and then sent it on to the AO for them to load into their CMS. The agreement between SIOP AO and Shaken & Stirred was that we own the name, imagery, logo, and content on all of those pages. We asked for agreement and feedback on our designs and creative along the way, and the SIOP AO was a great partner. We agreed at the time that the issue of hosting would be revisited after the pilot year.

Related social media sites were also started at this time, with the AO asking us to host those independently. We started with Twitter and Facebook, and later added YouTube. We used LinkedIn to spread messages, however the recent redesign made a Shaken & Stirred Group page unworkable.

Microsite Home Page:

<http://www.siop.org/Conferences/17con/ShakenStirred/default.aspx>

Twitter:

<https://twitter.com/SIOPShaken>

@SIOPShaken

Facebook:

<https://www.facebook.com/siopshakenandstirred/?ref=bookmarks>
@SiopShakenandStirred

YouTube: https://www.youtube.com/channel/UCyHufpYliAjBb7n87e_yERg/videos

See Appendix C and D for sample screenshots from the website and social media pages.

SHAKEN & STIRRED 2017

For the inaugural event, we curated a diverse group of participants to give short, creative presentations that inspire, educate, and stretch the audience. Fifteen thought-leaders within and outside I-O were given two minutes to answer the question “What if...?”

2017 Presentations and Speakers

- What if we went bigger? by Alexis Fink, Intel
- What if work becomes optional in the future? by Mike Morrison, Michigan State University
- What if I-O psychologists were asked to define the future of work? by Doug Reynolds, Developmental Dimensions International
- What if social innovators were on the cover of Forbes? by Katina Sawyer, Villanova University
- What if we don't have meta-analysis? by In-Sue Oh, Temple University
- What if SIOP were to “stay woke”? by Derek Avery, Wake Forest University
- What if employees wear their emotions on their sleeve? by Megan Nolan, University of Akron
- What if we could create the ultimate situational judgement test? by Ben Hawkes, Shell International
- What if you could change something just by describing it differently? by Amy Grubb, FBI
- What if journal editors were like John? by Steven Rogelberg, University of North Carolina Charlotte
- What if gender mattered less? by Mikki Hebl, Rice University
- What if we could predict everything? by Ben Taylor, HireVue
- What if I-O psychology played a bigger role in incubation and culture? by Tom O'Neal, University of Central Florida
- What if we saw research the way developers see products? by Kathryn Dekas, Google
- What if SIOP could help eradicate poverty on a global scale by supporting the GLOW agenda in both applied and research settings? by John C. Scott, APTMetrics

2018 Event Team

- Creator and Host (Chair)
 - Jennifer Weiss, HR Alignment Consulting
- Co-Chair
 - Aarti Shyamsunder, Independent Consultant
- Primary Event Team Volunteers

- Jeremy Dedic, Independent Consultant
- Cristina Neacsiu, Illinois Tech
- Meghan Pickett, Illinois Tech

Idea Break

In lieu of the mixing and mingling that would happen with a bar set-up and reception time, we created a 15 minute “idea break” in Orlando. The goal was to take advantage of the creative energy and ideas in the audience during a break in the middle of the event. We wanted to mix people up and create an avenue for meaningful output for the benefit of SIOP.

Representatives were introduced (asked to stand up) from a number of committees and groups that we thought many in the I/O community should know about (including the 2017 program chair, the 2018 program chair, representatives from Special Sessions, Workshops, Theme Tracks, and Alternative Sessions. The I/O Podcast folks were also introduced. The audience and speakers were then encouraged to visit four workstations covered with paper and markers at the front of the theater, and the SIOP representatives were encouraged to chat with people around the workstations.

For the Idea Break, the audience was asked to share ideas and feedback regarding:

- Future SIOP conferences
 - Special sessions
 - Workshops
 - Theme tracks
 - Alternative sessions
- Podcast
- Reactions to what they hear from speakers
- Ideas for next year’s S&S

All ideas were recorded and shared with representatives who took them back to their committee/group/podcast/etc.

While it provided some valuable exchange, the Idea Break did not foster as much connection and discussion as we’d like, and we hope to develop an event for 2018 that offers more mixing.

See Appendix E for pictures from the event

RESPONSE TO THE 2017 EVENT

The response to the pilot event was extremely positive. Survey and feedback data collected by SIOP have not been shared, but there was excellent feedback through member discussions, post-conference communications, and on social media. Speaker topics from last year have led to further collaborations, presenters and event team members have been contacted by a diverse range of SIOP members to discuss ideas, some SIOP committee representatives received useful ideas or connections that were

reportedly brought back to their committees, and we know of at least one professor who has been showing clips of speaker presentations in class for discussion. The 2017 Reversal Theory conference has also asked to use the Shaken & Stirred format for a special event.

Please see Appendix F for sample feedback for the event and the ground-breaking presentations.

PRELIMINARY IDEAS FOR SHAKEN & STIRRED 2018

We hope to capitalize on the enthusiasm and anticipation for the next iteration of this event for the I/O community. We'd like to create an event that inspires the audience, and then provides an opportunity for such a diverse group of people to mix and mingle, thereby increasing the impact through idea exchange and connection.

We want to start with a stimulating, multi-media "show" consisting of a wide variety of thought-provoking presentations by a diverse combination of thought-leaders, innovators, mavericks, and boundary-breakers. Then we hope for the space and time to allow this diverse audience to socialize, cross-pollinating ideas, building new connections, and hopefully sparking some new collaboration and exchange.

Presentations

Approximately 15 presenters (hoping to get one or two "team" presentations included) are likely to be invited for 2018, though that number may be adapted depending on scheduling considerations. Each presenter will have two minutes to answer one seemingly simple question. They will be told they can answer the question however they choose, but that it must relate in some way to the world of I/O. They are told that their goal is to get the audience to think bigger, challenge their assumptions, broaden their perspective, and/or get a kick in the butt to do more with their work. They are encouraged to be as creative as possible, and strongly discouraged from traditional PowerPoint.

2018 Question

Top question contenders for 2018 are currently: "What's next?" or "What's the big idea?" Creative discussions with a few event collaborators will lead to the final decision on the seemingly simple question.

Invited Presenters

We will continue our goal of curating a diverse range of voices, from across the I/O spectrum and beyond to challenge us all to think bigger, and stretch ourselves and each other, to increase the impact and future relevance of I/O Psychology.

Within that list we will include a sampling of thought-leaders in our field across the wide variety of specialties and across the academic/practitioner spectrum. Participants will include Fellows and industry leaders, as well as outside speakers from the local community in which the conference is held (e.g. Behavioral Economist from the University of Chicago, the head of Chicago Ideas Week). We will also seek out voices that are unexpected (e.g., graduate students such as 2017's Mike Morrison in 2017)

and who may not be well-known. The list will evolve as presenters agree to participate, continually being revisited to ensure a truly diverse and multidimensional group of presenters.

Due to the positive reception of the 2017 event and anticipation for 2018, we will have a lot more leverage this year to interest potential speakers (and fewer will hopefully say no than the first time around). We also plan to crowdsource some speaker suggestions through social media platforms.

We have a constantly updated spreadsheet with speaker and topic ideas. Contributions come from many sources, and key collaborative partners (e.g., members of the Special Events Committee, alumni presenters, etc.) are utilized as thought partners to aid in identification and decision-support throughout the curating process.

We can share some samples if this seems important to stakeholders, however the final list from 2017 gives a good idea of the breadth and diversity of our invited speakers. That said, we asked approximately two speakers for every one that agreed to participate. We believe we can curate an even broader range of presenters for future events due to the success of the inaugural event and resulting examples of Shaken & Stirred presentations.

Prospective speakers will be invited as soon as there is clarity on the scale/scope/nature of the event. Due to the complexity of planning for an event like this, we hope for some urgency in determining how we can best contribute to this conference.

Staging

Thanks to the incredible stage set-up in Orlando (where we were able to utilize the stage, lighting, projectors, etc. from the Plenaries), we were able to put on a visually-impressive show. We did our best to live up to the expectation of “spectacle” some stakeholders hoped for, and audience reaction indicated success!

It is because the audience was so wowed by the Orlando show (see the excerpt from Allen Kraut’s write-up from TIP in Appendix F for a nice example), that we believe people will come to a 2018 event with high expectations for exciting stagecraft. Therefore, we think it will be important to have a stage, lighting, and sound support.

Room/Audience Size

As for the size of the space and audience, approximately 500 seems ideal, but we understand that a bigger audience might be preferred by our collaborative parties (e.g., SIOP, third-party sponsors). We can easily adapt for a larger audience with advance planning. We also understand there is potential concern that any sessions scheduled at the same time as Shaken & Stirred might suffer, and would be sensitive to that concern if the 2018 event does end up scheduled concurrently to other sessions.

Mix and Mingle Time

This is a unique event in its attraction to such a diverse audience. The long-term S&S vision goes beyond simply exposing the audience to new and interesting directions in I/O and putting on an

exciting and fun show. It is just as much about leading the audience through a set of experiences together where they then have the time and space to talk and share ideas with people that they otherwise would not interact with at the conference.

A cash bar and time for mixing and mingling are important ingredients for this larger experience we are hoping to create where ideas are further exchanged and built-upon. Where everyone is not running off to splintered subgroup events, but instead are connecting and cross-pollinating. Where the audience has the shared experience of hearing provocative speakers, of laughing together, feeling angry together, being curious together. Where there is the right mix of creative ideas, music, lighting, a few surprises, and a strategic bar set-up that results in people mixing together organically.

If given a chance, the spirit of Building 20 could be recalled, even if for just a brief period of time, in the mixing a diverse combination of intellectually stimulated people.

Bar Service and Entertainment Surprises

As described above, we are hoping we can host an event that provides diverse and stimulating content, but also provides the time and space for new connections and idea exchange amongst everyone present. There has been a great deal of interest from many in the SIOP community to evolve the event with more social time, and the hope is for bar service and a reception component to optimize the value of bringing together members across the I/O spectrum.

Ideas have also been brewing for entertainment additions to add some spontaneous energy and fun surprises for the audience. We'd like to partner with a local community arts or youth group on this if possible, and have ideas for tasteful spectacle that would enhance the audience experience while exposing them to diverse and stimulating content.

Scheduling and Event Length

We are open to creative scheduling, and are happy to work with SIOP on how this Special Event can best fit in. To initiate conversation on how Shaken & Stirred can best fit within the conference experience, following are some proposed ideas regarding scheduling.

Some proposed ideas:

- Part of the formal conference program e.g., 4 – 6 pm on Friday (with shortened presentations and then a reception).
- An evening event more in the model of a company reception. It could be held in the conference hotel, with sponsorship provided by a third party (possibly 6 – 8 pm on Thursday to minimize negative impact on too many receptions/parties/etc., especially if IBM is a sponsor).
- Combining an hour “conference session” time at the end of the day with an early reception (e.g., 5 – 7pm)
- We can also explore other creative Networking Receptions options/collaborations with the Conference Chair

I believe the third-party sponsorship interest can likely be utilized for any of these options, and hope we can capitalize on their interest to create something truly memorable and meaningful!

These ideas are presented as initial options and creative ideation toward our goal of working with SIOP to develop an event that adds real value to the 2018 conference.

RESOURCES AND SUPPORT

Primary Requests

- Ballroom set-up with theater-style seating (While our ideal is a space for about 500, we are extremely flexible and can go bigger depending on SIOP goals and any 3rd party sponsor goals).
- Access to room by event team and speakers two hours prior to start time
- ≥2 projectors and ≥2 screens (dual projection set-up)
- Ballroom sound package (e.g., house sound system, mixer, 2+ power speakers)
- Dimmable room lighting
- Rigging point truss lighting
- 2 wireless handheld microphones and stands (to be clear, we need microphones with stands that will stay in place on the stage as this event will be more of a performance than a conference session. No podium, no clip-mics.)
- Confidence monitor
- AV tech/operator in room for support at tech table

Secondary Requests

- Pipe and drape staging with LED up-lights
- Bar/bartender(s)
- Evening scheduling

Nice-to-Have Requests

- If the event is held in a huge space with the expectation of a smaller crowd like last year (5K ballroom in Orlando when expecting hundreds), we'd once again appreciate the standing pipe and drape that helped us create a more intimate experience within a large space. It was a great solution.
- Video support (last year we were lucky that many presentations were recorded by audience members, with many recorded by Zack Horn. These have been uploaded to YouTube, with 114 to 676 views per presentation as of this writing.)

Volunteer Support

Beyond the terrific support last year from the Special Sessions group and Aarti Shyamsunder, we also had three volunteers giving significant amounts of their time to Shaken & Stirred.

Jeremy Dedic did much of the creative, including logo, graphic, and interactive design as well as audio/visual production.

Meghan Pickett and Cristina Neacsiu both helped with project management, social media efforts, planning and coordination.

All three have offered further volunteer support for 2018, as has Mike Morrison, Amy Grubb, Katina Sawyer, Sabrina Volpone and Bill Battle. Meghan and Cristina both attend the Illinois Institute of Technology, and several other graduate students have offered their volunteer services if needed.

For the 2017 event, Tracy Vanneman also set us up with two extra SIOP student volunteers to help with day-of set-up (One of them, Mariah Rosado, Roosevelt University, has offered to help in 2018). The SIOP student volunteers were really helpful, but not essential for future events.

AO Support

For the Orlando Shaken & Stirred we did not ask for any AO resources beyond a couple touch-base phone calls regarding logistics and room/stage set-up and connecting with them on event marketing. We were surprised and appreciative when we learned Dave Nershi assigned specific AO staff to our project, especially because basic room and stage set-up questions could not be answered until we were all at the actual conference. We were happy to utilize the support offered and learned from them, but for 2018 we once again only ask for contact regarding logistics and room set-up.. As for event marketing and social media, we can coordinate with them if they have the resources, but we do not require it.

The website set-up they requested for 2017 was described earlier. We are flexible regarding options for content hosting. If SIOP wishes to continue hosting the content we provide and continue under our previous agreement, and Jim Rebar has availability to update the site when appropriate, then we are okay with it staying within siop.org as a microsite. Otherwise, we are ready to take over its hosting at our own dedicated domain.

APPENDIX A

Event Ideas First Shared with SIOP Representatives (September 2, 2015)

Anaheim SIOP conference evening event idea



Jennifer Weiss <jennifer.weiss@hralignment.net>
Wednesday, September 2, 2015 at 4:06 PM
To: 'eking6@gmu.edu'; 'zhorn@optima.com'; 'sctonidandel@davidson.edu'; 'cchang@msu.edu'

Hello Edon, Scott, Zack, and Daisy,

As a longtime SIOP conference participant and occasional presenter, I have an idea for an interesting and engaging evening event to be held during the SIOP conference in Anaheim. I'm writing to find out if SIOP leadership and organizers would be in support of such an event.

Backstory:

A few months ago I attended a "20x2" event in Chicago (<http://www.20x2.org>) and realized the program would be an excellent addition to the SIOP conference. 20x2 events began 15 years ago at the South by Southwest Interactive (SXSW) conference held annually in Austin, and have been so popular that hosted satellite events are now being held in London and Chicago.

20x2 Format:

Each of the 20x2 experiences is that it occurs as an evening event. They are usually held at live performance venues with seating facing the stage. A host engages the event with 20 presenters who use a simple stage setup with a mic and projection screen. The format is simple: each presenter gets two minutes to answer the same, seemingly simple, single question. Examples from past 20x2 events include: "What is real?", "How did I get here?", "What's the big idea?", "What's the secret?", and "What changed?". Presenters are encouraged to be creative in their use of audiovisual aids and technology during their two minutes, although that's optional.

The result is a mix of the lighthearted and poignant, the fun and cerebral, and overall an engaging and thought-provoking experience.

SIOP 20x2 idea:

While the SXSW version includes, in the curators' words, "writers, musicians, filmmakers, web geeks and other bon vivants", I would expect the SIOP version to be diverse in its own way. I envision a wide range of presenters including entrepreneurs, tenured academics, IOOs who work in unusual specialties, grad students, consultants, etc. They would have no editorial oversight or direction other than to answer however they want.

Audience participation would be incorporated in the SIOP version as well – the host would pose a special question to the audience during intermission and then share their responses (i.e., submitted via Twitter or perhaps myslop.org) between presentations during the second half of the event.

This could become a highly anticipated component of the annual conference that generates excitement and stretches the boundaries of the traditional conference. It's also a great forum for mixing and sharing ideas with others while being an entertaining experience. While not many professional organizations have adopted the 20x2 format just yet (one example is Architects for Health, <https://www.architectsforhealth.com>), I think it will translate well to SIOP and create a lot of positive buzz.

I'm very interested in helping facilitate such a session and already have a great question in mind for the first one. I've been considering options for a well-curated list of interesting participants and have scoped out some potential options for venues in Anaheim. However, for this to be successful it would definitely need the full buy-in and support of SIOP leadership.

I'd love the chance to speak to someone at SIOP about such a potential event. Please let me know if you have any questions, and I am also happy to provide information or sample videos of relevant 20x2 presentations. Note that I will be at the Leading Edge Consortium in Boston if anyone wishes to meet about this in person.

Best regards,

Jennifer Weiss, Ph.D.
Executive Consultant
HR Alignment, Ltd.
Chicago, IL 60604
Office: 773.339.8754
Mobile: 773.339.8755
jennifer.weiss@hralignment.net

P.S. If you want to check out my credentials I am happy to supply details, plus John Scott can vouch for me.

APPENDIX B: SIOP 2017 Special Session Proposal

SIOP Special Session: Shaken & Stirred May 9, 2016

Inspired by the popular 20x2 events at the South by Southwest Interactive (SXSWi) conference, *SIOP: Shaken & Stirred* is proposed as an innovative, new event for “special” or “invited” session status for its inaugural year. The event brings together a diverse group of speakers to give short, creative presentations that inspire, educate, and stretch the audience while at the same time being entertaining and fun. It is designed to celebrate those who are pushing the boundaries of I/O’s contribution to the world and challenge the rest of us to do the same.

Overview

- 20x2 events began 16 years ago at the SXSWi conference. Their format is for 20 people to take the stage for two minutes each to answer one seemingly simple question (e.g., “What’s Next?” and “What’s the Big Idea?”). These events are held in the evening with a cash bar and have a spirit of entertainment as well as education and inspiration.
- *Shaken & Stirred* borrows key aspects of the format and adapts it for the SIOP audience. We will have 15 speakers/presenters, curated as a diverse mix of thought-leaders and mavericks in our field. The event will also include invited speakers from the community we are visiting (e.g., UCF Business Incubation Program) and a few invited presenters from areas in which we perhaps should be expanding (e.g., Owlchemy, a company creating virtual reality job simulation games).
- The question for SIOP 2017 will be “What if?” Presentations will be about 2 minutes each, and participants are told the more creative and thought-provoking the better, with imaginative audiovisual encouraged. Audience participation will be incorporated in the event, and if scheduling allows, time before, during (at “intermission”), and after to mix and mingle.
- Ideally, this event will be held at the end of the conference day on Thursday or Friday (e.g., 4:30 – 5:50 pm). A ballroom setting with a stage, presentation-style seating, and a cash bar will create the right atmosphere (see more detail below).
- While encouraged to focus on their area of expertise, presenters are being told they may answer the question “What if?” however they choose as long as it relates in some way to the world of I/O. They are asked to challenge the audience to think bigger, broaden their perspective and impact, and/or inspire the audience to do more with their work.
- *Shaken & Stirred* will be branded and marketed specifically for SIOP and will have a dedicated website (see example link below). This event is designed to become a highly anticipated component of the annual conference that generates excitement and stretches the boundaries of the traditional conference. It will also serve as a great forum for the mixing and sharing of ideas, potentially leading to new collaborations and interests within the I/O community.

2017 Participants¹

- Submitter and event emcee: Jennifer Weiss, HRA
- Committed participants: Mikki Hebl, Rice University; Mitchell Marks, SFSU; Doug Reynolds, DDI; Steven Rogelberg, UNCC; and John Scott, APT
- Waiting to hear back from: Jose Cortina, GMU; Lillian Eby, UGA; Quinetta Roberson, Villanova; David Rock, The NeuroLeadership Institute; and Mo Wang, UFL

¹ Additional speakers will be invited to participate if special session status is granted.

Proposed Event Outline, Setting, and Requested Resources²

- Event time
 - 80 minutes including intermission and post-event mingling. The event can be adapted as needed to meet time constraints
 - Emcee, event team (volunteers from the emcee's alma matter, IIT), and speaker participants will need access to the space one hour prior to start time for setup and prep
- Setting/set-up
 - Ballroom; chairs set up presentation-style
 - Cash bar(s)
 - Elevated stage with two microphones on stands
 - Projection screen and speakers
- Pre-event
 - Lights dimmed slightly, music playing, projection with *SIOP: Shaken & Stirred* branding
 - Five minutes until start, countdown clock projected onto screen
- Introduction and First Half (Act I)
 - At start time: lights further dimmed, emcee opens, introduces event
 - Eight speakers in succession, each introduced by emcee
 - Audience participation game (utilizing social media) and intermission announced
- Intermission (10 minutes)
 - Lights brightened slightly, music played again
 - Emcee and event team reviews audience participation submissions
 - Five minutes until second half, countdown clock projected again
- Second Half (Act II)
 - Lights dim again
 - Emcee opens second half and prizes awarded for best audience contributions
 - Seven speakers in succession, each introduced by emcee
- Close
 - Emcee closes out event
 - Lights brighten
 - Mix and mingling

Resources Desired from SIOP for Special Event:

- Event location and early evening scheduling time
- Financial support for session staffing and AV equipment through Swan and Dolphin Resort
- SIOP conference passes for non-SIOP member invited speakers
- Nice-to-have: A few hotel rooms for invited speakers (e.g., I spoke to The NeuroLeadership Institute and David Rock or another NLI speaker will be more interested in participating if a hotel room is provided)
- Support for event marketing

² This proposed format is an initial agenda provided to show the Invited Session Committee a possible event flow. It is flexible for change and adjustment based on feedback and suggestions from SIOP stakeholders and event participants.

Dedicated website:

SIOP: Shaken and Stirred will have a dedicated website with brief bios/contact info/active links modelled after 20x2's website: <http://20x2.org>

Sample SXSWi 20x2 videos for reference:

<https://www.youtube.com/watch?v=vU8sufOqmkz>

<https://vimeo.com/33353222> (minor explicit language)

<https://www.youtube.com/watch?v=6oDJcJM6-BM>

<https://www.youtube.com/watch?v=QVhyTWBnjcc> (some explicit language)

<https://www.youtube.com/watch?v=9jtcxEDZPqw>

<https://vimeo.com/153002>

<https://www.youtube.com/watch?v=0dP28BCuZ6g> (some explicit language)

<https://www.youtube.com/watch?v=FzY4yZxYaOY>

APPENDIX C: Shaken & Stirred 2017 Website/Microsite*

*Although an independent website was originally planned for Shaken & Stirred's first event, SIOP asked for us to develop it and have them host it as a microsite on siop.org. We agreed to create and design all content and then send it on to the AO for them to load into their CMS, and they agreed we own the name, imagery, logo, and content on those pages. We also agreed at the time that the issue of hosting would be revisited after the pilot year.

SHAKEN & STIRRED
1 QUESTION • 15 THOUGHT LEADERS • 2 MINUTES EACH
FRIDAY, APRIL 28, 2017 • 4:30-6:00, PACIFIC BC

[The Event](#) [Speakers](#) [About Us](#) [Event Team](#) [Get Connected](#)

Challenge the status quo and rethink the possible...

Fifteen handpicked thought leaders and mavericks within and outside I-O have just two minutes each to answer one seemingly simple question: "What if...?"

Shaken & Stirred was created to shake and stir perspectives, generate new ideas and collaborations, and challenge our thinking to advance I-O's impact and influence. While at times provocative, the spirit of the event is collaborative and entertaining. There will also be surprises in store, including audience opportunities for sharing ideas to move the field forward.

It promises to be a provocative and entertaining experience you will not want to miss. Shaken & Stirred is not a session, it is an event.

Join us for Shaken & Stirred:

Friday, April 28, 2017
4:30 - 6:00 p.m.
Pacific BC

"The Event" homepage at <http://www.siop.org/Conferences/17con/ShakenStirred/>



1 QUESTION • 15 THOUGHT LEADERS • 2 MINUTES EACH
FRIDAY, APRIL 28, 2017 • 4:30-6:00, PACIFIC BC

- [The Event](#)
- [Speakers](#)
- [About Us](#)
- [Event Team](#)
- [Get Connected](#)

Scheduled Speakers



Founder and Host:
Jennifer Weiss
HR Alignment Consulting



Derek Avery
Wake Forest University



Kathryn Dekas
Google



Alexis Fink
Intel



Amy Grubb
FBI



Ben Hawkes
Shell International



Mikki Hebl
Rice University



Mike Morrison
Michigan State University



Megan Nolan
University of Akron



In-Sue Oh
Temple University



Tom O'Neal
University of Central Florida



Doug Reynolds
Developmental Dimensions
International



Steven Rogelberg
University of North Carolina
Charlotte



Katina Sawyer
Villanova University



John Scott
APTMetrics



Ben Taylor
HireVue

“Speakers” page with links to individual profile pages.

SHAKEN & STIRRED
 1 QUESTION • 15 THOUGHT LEADERS • 2 MINUTES EACH
 FRIDAY, APRIL 28, 2017 • 4:30-6:00, PACIFIC BC

[The Event](#) | [Speakers](#) | [About Us](#) | [Event Team](#) | [Get Connected](#)

Shaken & Stirred Speakers [<Previous](#) - [Next>](#)

Ben Taylor
 HireVue

Ben Taylor has over 13 years of machine learning experience. He has worked for 5 years in the semiconductor industry for Intel and Micron in photolithography, process control, and yield prediction. He has also worked as a Wall Street quant building sentiment stock models for a hedge fund trading the S&P 1500 on the news content. During that time Ben helped build a 600 GPU core computing cluster from the ground up that he used to backtest up to 10M trading scenarios per day. Ben left finance and semiconductor to work for a new HR start-up called HireVue in 2013 and lead their machine learning efforts around digital interviewing. His greatest accomplishment has been developing the features and methods which have allowed short unstructured video recorded interviews to see r-values in the 0.3-0.4 range in the HireVue insights product.

Connect with Ben:
[in](#) [t](#) [e](#)

Example speaker profile page with social media links.

SHAKEN & STIRRED
 1 QUESTION • 15 THOUGHT LEADERS • 2 MINUTES EACH
 FRIDAY, APRIL 28, 2017 • 4:30-6:00, PACIFIC BC

[The Event](#) | [Speakers](#) | [About Us](#) | [Event Team](#) | [Get Connected](#)

About

Designed to be an ongoing project and evolving annual event, Shaken & Stirred's mission is to create a space where people across the I-O spectrum and beyond come together to be inspired, get engaged, and are challenged to broaden the field's impact and influence.

Shaken & Stirred was inspired by the popular [20x2](#) events from the South by Southwest Interactive (SXSWi) conference held annually in Austin. The original 20x2 format is for 20 people to take the stage for two minutes each to answer one seemingly simple question. These evening events are held at a local theater and have an atmosphere of thought-provoking performance pageantry.

Shaken & Stirred has adapted this format for the SIOP audience. For its inaugural year, SIOP has chosen to sponsor it as a Special Event and schedule it as part of the conference program.

We have curated a diverse group of participants to give short, creative presentations that inspire, educate, and stretch the audience. Fifteen thought-leaders within and outside I-O will have two minutes to answer the question "What if...?"

The result is expected to be a mix of the lighthearted and poignant, the fun and cerebral, and overall an engaging and thought-provoking experience.

Speakers are encouraged to be highly creative in how they choose to use their stage time. They receive no editorial oversight or direction other than the following: "that it relate in some way to the world of I-O, and hopefully get the audience to think bigger, challenge their assumptions, broaden their perspective, and/or get a kick in the butt to do more with their work."

Join us in challenging the status quo and rethinking the possible.

"About Us" Shaken & Stirred page.



1 QUESTION • 15 THOUGHT LEADERS • 2 MINUTES EACH
FRIDAY, APRIL 28, 2017 • 4:30-6:00, PACIFIC BC

- [The Event](#)
- [Speakers](#)
- [About Us](#)
- [Event Team](#)
- [Get Connected](#)

Shaken & Stirred Event Team



Founder and Host:
Jennifer Weiss
HR Alignment Consulting



Co-Chair:
Aarti Shyamsunder
Independent Consultant



Cristina Neacsiu
Project Support



Meghan Pickett
Project Support

Special Thanks

This event would not have been possible without the support and generous help of the following people:

- Zach Horn
- Daisy Chang
- Dave Nershi
- Madhura Chakrabarti
- Barbara Ruland
- Jose Cortina
- James Rebar
- Kevin Newsum
- Jeremy Dedic
- Stephen Steinhaus
- Mark Frame

“Event Team” page with links to each team member’s profile page.



1 QUESTION • 15 THOUGHT LEADERS • 2 MINUTES EACH
FRIDAY, APRIL 28, 2017 • 4:30-6:00, PACIFIC BC

[The Event](#)

[Speakers](#)

[About Us](#)

[Event Team](#)

[Get Connected](#)

Get Connected!

Learn more about our speakers and the topics they'll be tackling, and take part in the larger conversation by connecting with us:



Check Out Other Invited Sessions at SIOP 2017

- [Reflections on the State of Science](#), Saturday, April 29, 12:30pm-1:20pm
- [Towards a 'New Organization': Building and Measuring Teams](#), Saturday, April 29, 2017, 1:30pm - 2:20pm
- [New Wine, New Bottle – NLP Applications to Talent Management](#), Saturday, April 29, 2017, 12:30pm – 1:20pm

“Get Connected” page with links to Shaken & Stirred on social media.

APPENDIX D: Social Media Pages

Twitter page for Shaken & Stirred, <https://twitter.com/SIOPShaken>

Tweet Activity	
<p>SIOPShaken&Stirred @SIOPShaken Mikki Hebl's stunning presentation, quickly becoming legend, from Shaken & Stirred #SIOP17 https://youtu.be/-KqFAUw-RAU @SIOPtweets #SIOP</p>	<p>Impressions 2,036</p> <p>Media views 16</p> <p>Total engagements 121</p>
<p> Reach a bigger audience Get more engagements by promoting this Tweet!</p> <p>Get started</p>	<p>Detail expands 33</p> <p>Link clicks 30</p> <p>Profile clicks 20</p> <p>Media engagements 16</p> <p>Likes 10</p> <p>Retweets 8</p> <p>Hashtag clicks 4</p>

Example of tweet activity for the recording of Mikki Hebl's Shaken & Stirred presentation.

YouTube

Search

14 subscribers 3,038 views Video Manager

SHAKEN & STIRRED

Shaken & Stirred View as: Yourself Subscribe 14

Home **Videos** Playlists Channels Discussion About

← Uploads Date added (newest) Grid

 <p>Job Island Mike Morrison at Shaken & Stirred 2017 148 views · 2 months ago</p>	 <p>Steven Rogelberg at Shaken & Stirred 2017 112 views · 2 months ago</p>	 <p>Ben Taylor at Shaken & Stirred 2017 292 views · 2 months ago</p>	 <p>Ben Hawkes at Shaken & Stirred 2017 245 views · 2 months ago</p>	 <p>Amy Grubb at Shaken & Stirred 2017 280 views · 2 months ago</p>
 <p>Katina Sawyer at Shaken & Stirred 2017 167 views · 2 months ago</p>	 <p>Derek Avery at Shaken & Stirred 2017 145 views · 2 months ago</p>	 <p>Alexis Fink at Shaken & Stirred 2017 380 views · 2 months ago</p>	 <p>Mikki Hebl at Shaken & Stirred 2017 676 views · 2 months ago</p>	 <p>Project GLOW presented by John C. Scott at Shaken & Stirred 2017 585 views · 2 months ago</p>

YouTube channel for Shaken & Stirred,
https://www.youtube.com/channel/UCyHufpYliAjBb7n87e_yERg/videos



SIOP Shaken & Stirred
@SIOPShakenandStirred

- Home
- Posts
- Videos
- Photos
- About
- Community
- Offers
- Jobs
- Events
- Promote
- Manage Promotions

SHAKEN & STIRRED INTRODUCES ITS FIRST EVENT AT SIOP ORLANDO 2017!
FIFTEEN HANDPICKED THOUGHT LEADERS AND MAVERICKS WITHIN AND OUTSIDE THE FIELD OF I/O PSYCHOLOGY HAVE JUST TWO MINUTES EACH TO ANSWER ONE SEEMINGLY SIMPLE QUESTION:

"WHAT IF...?"

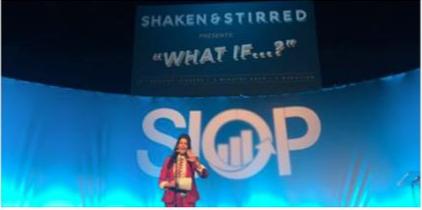
1 QUESTION • 15 THOUGHT LEADERS • 2 MINUTES EACH

FRIDAY, APRIL 28, 4:30-6:00

Like · Following · Share · ... + Add a Button

SIOP Shaken & Stirred added 2 new photos.
Published by Aarti Shyamsunder · April 28 ·

A terrific event today at #SIOP17! From Mike's bold ideas on a uniform minimum wage, to Katina's reminder about what we should really consider innovative, from Derek's nudge about staying woke and focusing on what matters to Mikki's epic mic drop moment about gender equality... ideas and imaginations have definitely been shaken and stirred!!!

150 people reached Boost Post

Like · Comment · Share

SIOP Shaken & Stirred, Mike Morrison, In-Sue Oh and 3 others Chronological

Zack Horn Amazing and powerful event! #SIOPunfiltered
Like · Reply · Message · 1 · April 29 at 8:58am

Write a comment...
Press Enter to post.

SIOP Shaken & Stirred
Published by Cristina Neacsu · April 28 ·

Don't worry if you missed the first part of the Shaken and Stirred event, there's an intermission and 7 more speakers left. So make sure you don't miss the second half of our event !



140 people reached Boost Post

Search for posts on this Page

Visitor Posts

G Bear Graen
April 26 at 8:47am

How do we define LEADER-FOLLOWER INTERPERSONAL INFLUENCE EXCHANGE?

2 Likes
Unlike · Comment · Message

Cristina Neacsu
April 13 at 12:52pm

Write-up your suggestions and help make this event even better

Like · Comment · Message

Cristina Neacsu
April 5 at 5:07pm

hear what her thoughts are

1 Like
Unlike · Comment · Message

English (US) · Español · Português (Brasil) · Français (France) · Deutsch

Privacy · Terms · Advertising · Ad Choices · Cookies · More · Facebook © 2017

Facebook page for Shaken & Stirred, <https://www.facebook.com/pg/SIOPShakenandStirred/posts>

Appendix E: Images from Shaken & Stirred 2017



Signage shared the theme each speaker explored during the inaugural event.



Speakers and the event team for Shaken & Stirred's inaugural event. (Photo by Barbara Ruland)



Some audience members arrived early as the countdown clock ticked away. Red carpet was rolled out as an unexpected surprise thanks to Dave Nershi. (Photo by Barbara Ruland)



Ben Hawkes of Shell International asked, "What if we could create the Ultimate Situational Judgment Test?" (Photo by Barbara Ruland)



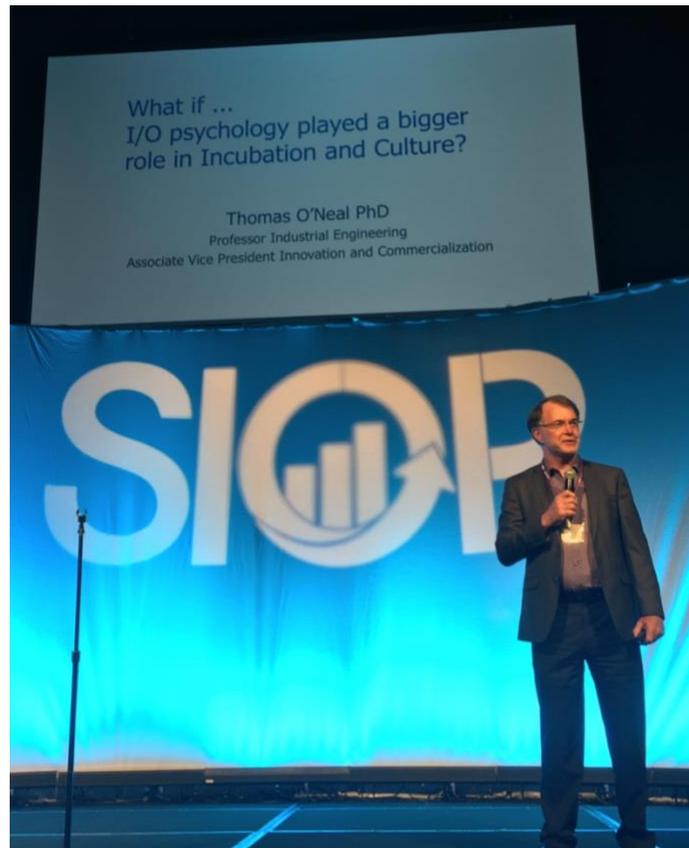
Ben Taylor of HireVue asked, “What if we could predict everything?” (Photo by Barbara Ruland)



During the Idea Break, audience members collaborated on thought-provoking suggestions at four idea stations near the stage. (Photo by Zack Horn)



Derek Avery of Wake Forest University asked, “What if SIOP were to ‘Stay Woke?’” (Photo by Barbara Ruland)



Thomas O'Neal of University of Central Florida asked, “What if I-O psychology played a bigger role in incubation and culture?” (Photo by Christina Neacsiu)

APPENDIX E: Sample Shaken & Stirred 2017 Feedback

“Perhaps the most amazing session I saw was ‘SIOP Shaken and Stirred.’ Set in a large, darkened meeting room, the stage was worthy of a Silicon Valley new-product announcement by Steve Jobs or Mark Zuckerberg. Fifteen presenters had just 3 minutes each to answer the question ‘What If...?’ They each filled in their own question and then answered it. This session was, by turns, dramatic, mold breaking, inspiring, and heart-warming. Talk about challenging and imaginative viewpoints. Here are just four examples:

“Amy Grubb of the FBI asked, “What if You Could Change Something Just by Describing it Differently?” Her point: Words can limit and also expand our thinking. She gave a variety of examples to show that how we describe and frame an issue greatly changes our approach to understanding, researching, and solving it.

“Mikki Hebl of Rice asked, “What if Gender Mattered Less?” She brought out the underrepresentation of women in business and the US Congress, and she noted that only six, or 29%, of this year’s 21 SIOP Fellows were female, inviting us to think about why this should be.

“Mike Morrison, a graduate student at MSU asked, “What if Work Becomes Optional in the Future?” With automation rapidly replacing jobs, leading to unemployment, perhaps every person would be need to be guaranteed an annual salary, say of \$24,000 a year, whether they worked or not. What then?

“John Scott of APTMetrics asked “What if SIOP Could Help Eradicate Poverty on a Global Scale by Supporting the GLOW Agenda in Both Applied and Research Settings?” In his answer, he showed an inspiring film on providing a global living wage that would enable people, organizations, and communities to prosper and thrive. See it at <https://youtu.be/zbZafHqqumo>.

“Jennifer Weiss, who served as event MC, created SIOP Shaken and Stirred to be an ongoing and evolving project. I learned that the 2017 debut of this novel and engaging session came about with significant support from SIOP, particularly from Aarti Shyamsunder from the Special Events committee, who served as cochair.

“Each of the speakers had obviously prepared and rehearsed for their brief time on stage, as if giving a TED talk. They were models for all of us. I would love to see this type of session repeated. It deserves a wide audience.”

– Allen I. Kraut, Professor Emeritus of Management, Baruch College CUNY (excerpted from An Old-Timer’s Impressions of SIOP Conference 2017 in TIP Volume 55 #1 Summer 2017: Reflections on SIOP)

“Presenting at Shaken & Stirred was the most rewarding and professionally fruitful experience of my graduate career so far. After a typical conference presentation, I may make a handful of research contacts, and get one or two ideas for tweaking the idea I presented. By contrast, after my Shaken & Stirred presentation I gained an entire network of contacts ranging from fellow graduate students to prominent practitioners and legendary professors, all of whom wanted to keep in touch with me to discuss my work, and all of whom I feel I could contact in the future about projects and research questions. Interacting with so many amazing IO psychologists broadened my thinking as a researcher. And the contacts, conversations, and ideas I developed through Shaken & Stirred lead directly to the

two symposiums I'm submitting to this year's SIOP, and to my involvement with other novel IO projects like the Work Science Center at Georgia Tech. But more than all of that, I think (as a student) Shaken & Stirred gave me greater confidence to challenge accepted doctrines and push boundaries with my work.

"On a personal note, of all the wonderful comments people have sent me about my Shaken and Stirred talk, my favorite reaction (after watching my S&S talk on YouTube) was from a particularly taciturn colleague who just said "I've never heard people laugh and cheer at an academic talk before. Maybe if more talks were like that, I would actually go to them."

– Mike Morrison, Michigan State University

"The Shaken and Stirred Session was my favorite session at SIOP this year. This format was so creative and engaging. Thank you for being so courageous in "breaking the mold" and making such a fun change for the conference attendees! I hope you are going to do it next year!"

– Sabrina D. Volpone, Ph.D., University of Colorado Boulder, Leeds School of Business

"It was an impactful session. Really really impressed and inspired by what I heard."

– Amy Grubb, FBI

"... hugely fun, and I got tons of positive feedback afterwards."

– Alexis Fink, Intel

"... this session surfaced some themes that we don't get to see often enough: Creative, passionate, risky, diverse, aesthetic, innovative, provocative, compassionate, eclectic, courageous, moving, vagina, and hip-hop. These are phrases you would not often use to describe a SIOP session. And now you can. That's great impact."

– Doug Reynolds, DDI Group

"Amazing coordination and performances, everyone! It's very clear you put a lot of thought and effort into making a major Impact with your presentations. I will be a strong advocate for evolving and featuring this session at next year's conference as well, whether featured exclusively at the conference or off-site in a club. Thank you all for blowing my lofty expectations completely out of the water."

– Zack Horn, 2017 Program Chair

"... what a vision and an incredible effort to put this together. Thank you for the invitation to participate and I was amazed at all of the great presentations and ideas."

– John Scott, APT

“There were so many people that worked hard to make the event a success, and I appreciate the opportunity to be a part of it. I look forward to seeing how this event evolves over the years!”

– Megan Nolan, University of Akron

“This SIOP was very special thanks to your ‘Shaken & Stirred’! It's super brilliant!! Thank you very much!!”

– InSue Oh, Temple University (email)

“First of all, Drake, myself, and others from our program were all very impressed with the event overall. Drake and I felt that the idea break/podcast table was really helpful to us with regard to generating new topics. We got some really great ideas, and made some connections as well with people who were interested in collaborating with us. We'd love to be able to host the podcast table/idea-generation discussion again during the idea break for next year's Shaken and Stirred. We both agree that this would be really beneficial to us, provided that we want to cater our topics to the interests of SIOP members.”

– Kelly Stewart (on behalf of Kelly, Drake Doumit, and Steve Toaddy of the I/O Podcast/Louisiana Tech)

“It was great to be a part of Shaken and Stirred in Orlando! I represented the Visibility committee during the idea break session, and manned the table where our discussion question was what if I-O had as much visibility as we wanted.

“I would love to be a part of the Shaken and Stirred series going forward, so let me know what I can do to support you!”

– Bill Battle, Baruch & NYU

“Exciting and inspiring session.”

– Roya Ayman, Illinois Institute of Technology