Project Overview, Background, and Proposed Ideas for I/O Shaken & Stirred 2019

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OVERVIEW

Shaken & Stirred was conceived as a long-term project to expand perspectives and generate new ideas and collaboration. 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. We want to go beyond intellectually stimulating an audience by creating an environment where ideas are cross-pollinated across a diverse array of people, leading to new connections and meaningful contributions to the field.

Inspired by the popular 20x2 events from the South by Southwest Interactive (SXSWi) conference held annually in Austin, I/O Shaken & Stirred showcases a diverse group of speakers who give short, creative presentations that inspire, educate, and stretch the audience while at the same time being engaging and fun.

The original proposal for Shaken & Stirred, first submitted in 2015, was for it to be an evening event that brought people together across all of the I/O community, exposing them to provocative and interesting ideas, and then have a social component where people connect and take ideas further.

SIOP was extremely gracious in helping us pilot an inaugural experiment, and after two years of development we introduced Shaken & Stirred as an experimental new special event at the 2017 SIOP conference in Orlando. A tremendous number of people joined the effort to create something really special (speakers, volunteers, SIOP representatives, SIOP admin office, etc.), and the Orlando event ended up being quite a success! We were able to pilot a version of the event that showcased engaging speakers during a late-afternoon “special event” on the conference program.

The Orlando event drew a large crowd and generated significant excitement and engagement. It also demonstrated interest from our community to shake things up a bit—so much so that immediately afterward, SIOP asked if we could plan a further evolved event for the SIOP 2018 Chicago conference. The ask was for us to develop an event that would start at the end of the conference program day on Friday, have it flow right into its own reception, and not have any other SIOP programming scheduled during that time.

While SIOP’s support for hosting the event waned over the course of planning for the 2018 conference, we were still able to create a groundbreaking new evening event for the audience in Chicago thanks to generous sponsorship by Google. In 2018, Shaken & Stirred presented a lineup of 18 thought-provoking speakers as well as five bars, music, and a few surprises including a marching band. We were also able to test the full vision of an event with opportunities for the audience to mix, mingle, and share ideas. The event didn’t just bring people together in an engaging way. It provided time to socialize and connect in new ways. In our view, that’s where the really special stuff happens.

Indeed, the I/O community has embraced the event (e.g., in 2018 we “sold out” all our original 500 seats within two weeks of announcing the event, sold out our added seats in days, and had a waiting list of more than 200 people), and showed ever-increasing interest in what we’re creating for the future.

With growing buzz and interest in the project, we are poised to create an even more dynamic experience during SIOP 2019, especially if we can maximize our ideas and collaborations with other groups and stakeholders—especially SIOP and its committees. We are now trying to figure out how this new event format can play a role during the 2019 SIOP conference. We are pleased to be in discussions
with SIOP once again about their desired level of involvement and get input regarding potential sponsorship arrangements.

We hope to keep building on the enthusiasm and anticipation for the next iteration of this event and want to keep it as an evening event. We want to continue to present a stimulating, multimedia “show” consisting of a wide variety of thought-provoking presentations by a diverse combination of leaders, innovators, mavericks, and boundary-breakers. We also want the space and time to allow this diverse audience to socialize, cross-pollinate ideas, build new connections, and spark new collaboration and exchange. Finally, we want to add new twists and surprises to keep the audience excited and wanting more.

I/O Shaken & Stirred is eager to work with partners and collaborators who buy into the vision of the event and will work with us to create a meaningful event for the I/O community. We are flexible with many of the details and are not married to the idea of partnering exclusively with any particular sponsor or organization. Instead, we are most interested in teaming up with others who are passionate about adding value and creating special events that directly and immediately benefit the field of I/O psychology.

We believe these are the types of events and attractions that elevate and add cachet to our conference and field. Events like I/O Shaken & Stirred can enhance member engagement across the scientist/practitioner continuum and serve as true value-adds, contributing to SIOP’s mission and finances while enhancing impact. We are eager to play our part in furthering the “Team SIOP” theme and create memorable components within the larger conference experience—experiences that span all interests and cross-pollinate ideas across our diverse community.

**Shaken & Stirred Project MISSION**

The mission of the I/O 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, I/O Shaken & Stirred aims to create new conference experiences and support 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 while increasing our impact and influence.

Depending on interest and value with the event over time, we hope to utilize the one-question-answered-in-two-minutes format for a few years and then either change the content or pass the project on to a new event team to evolve for the benefit of the field of I/O.
SIOP SHAKEN & STIRRED 2017

After two years of development, the first Shaken & Stirred event in Orlando in 2017 was an exciting, experimental collaboration including SIOP stakeholders, diverse member involvement, outside partners, and the Shaken & Stirred project team.

This first event was intended to serve as a pilot for a new kind of conference experience 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 appeal to the full breadth and depth of the I/O community.

For the first event, 15 thought leaders within and outside I/O were given two minutes each 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
I/O SHAKEN & STIRRED 2018

After the success of Shaken & Stirred in Orlando, we were immediately asked if we could do a Shaken & Stirred event in Chicago at the end of the program day on Friday, which would flow right into its own reception when no other SIOP programming was scheduled.

Planning started almost immediately, and Jennifer Weiss was asked to serve as a member of the Special Sessions committee to represent the needs and interests of Shaken & Stirred. All was on track for a SIOP-sponsored event in Chicago until the summer of 2017 when it became clear SIOP support for Shaken & Stirred had diminished—partly because aspects of producing the event were challenging for the organization. The new message was that SIOP wasn’t sure if they wanted to include it in 2018, even as a special event. The main reasons cited were assumed costs, fairness, and space concerns.

The previous Program Chair suggested that if we got sponsorship, SIOP might be more interested in partnering again due to the cost challenges in Chicago. As such, all of the first year’s speakers were contacted to get their ideas. Within days we heard from multiple organizations who were interested in sponsoring the event.

After sharing the news of potential sponsorship, SIOP leaders asked us to not to work with sponsors and instead to hold Shaken & Stirred as the last 50-minute “session” on the conference program to increase attendance for the Closing Plenary. While this moved further away from the event vision, we wanted to be flexible partners and add value. We asked for agreement that in return for creating an abbreviated version for 2018 that SIOP work with us to create a full evening event in 2019. When they were unable to discuss this, we decided it would be in everyone’s best interest for us to go ahead and work with a third-party sponsor to create the kind of meaningful and exciting new event we knew the audience wanted to experience earlier in the conference than its last day.

Based on council from some SIOP Fellows, we determined the best path forward would be working with a sponsor who was new to SIOP and would not be taking sponsorship dollars away from other conference offerings. That was why we moved forward with discussions with Google instead of others. Google has never sponsored anything at SIOP, and they were clear they would never contribute to the traditional sponsor offerings. Also, key was that the person championing the effort was Kathryn Dekas, a speaker from Google who spoke at Shaken & Stirred 2017 who was already a valuable and trusted partner for the project. Most importantly, Google agreed they should not have any decision authority on event content.

Communications with the SIOP executive board ended with them agreeing to allow the event to occur at the Chicago Sheraton Grand hotel versus having us host it offsite (which had been looking to be our only option) was better for SIOP and good for the entire I/O community. The ED then allowed Jennifer Weiss to communicate directly with the hotel and key vendors to set things up from there.

We encouraged and welcomed any amount of partnering that SIOP wanted to offer, and we reached out to many SIOP stakeholders and committee members for ongoing engagement and input on ideas and planning for the 2018 event.
2018 Presentations and Speakers

For 2018, Shaken & Stirred had 18 diverse doers, thinkers, and leaders answer the question: “WHAT’S THE BIG IDEA?”

- **Pracademics: Values in I/O Psychology** by Sy Islam, Farmingdale State College and Talent Metrics
- **I/O Psychology and the Gig Economy** by Susan Ashford, University of Michigan
- **Creating a Culture of Learning** by Tiffany Poeppelman, LinkedIn
- **I/O Meets Data Scientist Thinking** by Nathan Mondragon & Lindsey Zuloaga, HireVue
- **Valuing the “Feminine” at Work** by Asia Eaton, Florida International University
- **I/O = Inside / Out Psychology** by Stuart Carr, Massey University
- **The I/O Entrepreneurialist** by Kizzy Parks Dominguez, K. Parks Consulting
- **Hacking HR – Dr. Seuss Style!** by Nicole Dessain, DisruptHR Chicago and talent.imperative
- **Utilizing Neurodiverse Talent** by Tatiana Arthur, SAP SuccessFactors
- **Civility in the Workplace** by Christine Porath, Georgetown University
- **Making Science User-Friendly** by Mike Morrison, Michigan State University
- **Mars Can Work** by Leslie DeChurch, Northwestern University
- **Gender Non-Binary: From Bathroom to Boardroom** by Thomas Sasso, University of Guelph
- **Becoming an I/O Psycho-glocal-ogist** by Aarti Shyamsunder, Psymantics Consulting
- **Revolutionizing the Teaching of I/O** by Ron Landis, Illinois Institute of Technology
- **Why Companies Need a Chief Social Science Officer** by Brian Welle, Google
- **Improv + Behavioral Science = Better Workplace** by Kelly Leonard, The Second City Works
WEBSITE AND SOCIAL MEDIA

Starting in 2017, Shaken & Stirred implemented a full marketing and branding campaign including identity design, a website (SIOP asked to host our content as a microsite in 2017, and we created our own dedicated website for 2018), social media pages, etc.

2018 Website and Social Media

Starting in early 2018, thanks to sponsorship dollars, we were able to build out our own dedicated website including event and speaker information, history, and important links. We also continued existing social media campaigns on Twitter, Facebook, and LinkedIn. Additionally, we added to our library of videos on the YouTube Shaken & Stirred page where speaker videos are posted publicly with their permission.

Website:
www.ioshakenandstirred.com

Twitter:
https://twitter.com/IOShaken
@IOShaken

Facebook:
https://www.facebook.com/IOShakenandStirred
@IOShakenandStirred

YouTube:
https://www.youtube.com/channel/UCyHufpYliAjBb7n87e_yERg
RESPONSE TO THE 2017 and 2018 EVENTS

Response to the 2017 pilot event was notably positive and enthusiastic. Although survey and feedback data collected by SIOP was not shared, there was overwhelmingly positive feedback through member discussions, post-conference communications, and on social media. Speaker topics in 2017 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, several SIOP 2018 conference sessions were borne from Shaken & Stirred presentations, and we know of at least one professor who has been showing clips of speaker presentations in class for discussion.

Response to the 2018 evening event was even stronger. We utilized Eventbrite to manage seats, and our original 500 seats “sold out” with nominal marketing in just over two weeks. We then worked with the hotel to add 200 more seats, which were snapped up within a couple more weeks. A waiting list was created that had over 200 names by the day of the event.

Social media has been afire leading up to and following the event. According to platform analytics, some Shaken & Stirred posts were viewed by more than 20,000 people. Many audience members have offered their appreciation and ongoing support of the project while indicating they want more events of this nature.

In the last year and a half, we have also been contacted by several organizations and individuals interested in utilizing the Shaken & Stirred format for their own special events (e.g., the 2017 Reversal Theory conference, People Matter’s Tech HR 2018 conference in India, the National Center for Healthcare Leadership, etc.).
PRELIMINARY IDEAS FOR SHAKEN & STIRRED 2019

We hope to continue capitalizing on the enthusiasm and anticipation for the next iteration of this event for the I/O community and want to keep it as an evening event.

The SIOP community has obviously been hungry for a new kind of evening event that allows for socializing and networking while also providing cerebral stimulation and a more intellectual environment than the typical evening SIOP parties—an environment where some social drinking is welcome but heavy drinking and unprofessional behavior is not.

For 2019, we want to continue to present a stimulating, multimedia “show” consisting of a wide variety of thought-provoking presentations by a diverse combination of leaders, innovators, mavericks, and boundary-breakers. We also want the space and time to allow this diverse audience to socialize, cross-pollinate ideas, build new connections, and hopefully spark some new collaboration and exchange. Finally, we want to add some new twists and surprises to keep the audience excited and wanting more.

Staging and Entertainment

Thanks to the incredible stage setup in Orlando offered by SIOP where we were able to utilize the stage, lighting, projectors, etc. from the Plenaries, we were able to put on a visually impressive show for our pilot run. We did our best to live up to the expectation of “spectacle” some stakeholders hoped for, and audience reaction indicated this was a success!

Because the audience was so wowed by the Orlando show, in 2018 we upped the audio-visual experience for the audience in Chicago, including pattern-interrupt entertainment by a marching band! We know people will come to a 2019 event with even higher expectations for exciting content, stagecraft, spectacle, and professional production. Therefore, we think it will continue to be important to have sophisticated stage, lighting, and sound support.

Ideas have also been brewing for entertainment additions to add some spontaneous energy and fun surprises for the audience in 2019. We are interested in creating spectacle that enhances the audience experience while exposing them to diverse and stimulating content. This may be as simple as having a DJ spin soul music, or it may be partnering with a local community arts or youth group.

2019’s Question for Presenters

I/O Shaken & Stirred has a list of potential questions for the 2019 event. Top contenders include: “What’s next?” or “Why not?” Creative discussions with a few event collaborators will lead to the final decision on the seemingly simple question.

Invited Speakers

Approximately 15-20 presenters, including one or two team presentation, are likely to be invited for 2019. That number may be adapted depending on scheduling and lineup 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 the answer must relate in some way to the world of I/O. Their goal will be 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. Speakers are encouraged to be as creative as possible and strongly encouraged to think of creative ways to present their content.

We will continue our objective 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 thinkers, doers, and leaders in our field across the wide variety of specialties and across the academic/practioner spectrum. Participants will include Fellows and industry leaders, members of our community doing new and interesting things, and outside speakers from the local city in which the conference is held.

Like previous years, we will actively solicit input on speaker ideas from a wide array of sources including SIOP’s CEMA, WIN, LGBTQ, and Visibility committees; past speaker recommendations; and social media recommendations.

We will also continue to seek out voices that are unexpected, who have not traditionally had much “voice” at conferences, and who may not be well-known but whose perspective is deemed valuable and/or usefully provocative for the future evolution of our field. The list will evolve as presenters agree to participate, continually being revisited to ensure a truly diverse and multidimensional group of presenters. 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 are utilized as thought partners to aid in identification and decision support throughout the curating process.

Prospective speakers will be invited as soon as there is clarity on the scale, scope, and nature of 2019’s event. Due to the logistics of planning an event like this, we hope for some urgency in determining SIOP and/or sponsor involvement in 2019 and beyond.

**Room/Audience Size**

Space for an audience of 500-700 people is 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 sessions scheduled at the same time as Shaken & Stirred might suffer, and we would be sensitive to that concern if the 2019 event does end up scheduled concurrently to other sessions.

**Mix-and-Mingle Time with Bar and/or Dessert Service**

We aim to create spaces that offer diverse and stimulating content while also providing the time and space for new connections and idea exchange amongst everyone present. Offering mix-and-mingle time optimizes the value of bringing together such a varied community.
Positive response from our 2018 evening event indicates the SIOP community has been yearning for a new kind of evening event that allows for socializing and networking while also providing intellectual stimulation in a relaxed, professional environment in a different way than what is offered by typical evening SIOP parties or evening activity at the hotel bar. Many are interested in an environment where some social drinking is welcome but where heavy drinking and inappropriate behavior is not.

Shaken & Stirred is also a unique event in its attraction to such a diverse audience. Our long-term 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 have the time and space to talk and share ideas with people they otherwise would not interact with at the conference. It is incredibly important for differently specialties to spend time together and for different affiliation groups to have social time to connect.

A cash bar and/or dessert 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 and are instead connecting and cross-pollinating. Where the audience has the shared experience of hearing provocative speakers, of laughing together, airing concerns together, and being curious together. Where there is the right mix of creative ideas, music, lighting, a few surprises, and a strategic bar setup that results in people mixing together organically.

**Printed Audience Programs**

In 2018 we created four-page, color “playbill” style programs for the audience that included speaker names and topics. These were designed to be useful takeaways and to help connect the audience to speakers since they were not listed on any SIOP program or conference materials.

If I/O Shaken & Stirred is funded through third-party sponsorship for 2019, the SIOP Visibility committee has asked to sponsor these programs.

**Potential to Run the Event as Fundraiser**

We are interested in eventually evolving I/O Shaken & Stirred to serve as a fundraiser for local community organizations/efforts relevant to the field of I/O Psychology in the cities where our conferences are held. With our experience utilizing Eventbrite ticketing for 2018, it would be an easy extension to add a payment function for donations. Depending on the costs and interests of stakeholders for the 2019 event, we may try to move this forward for Baltimore, or we can hold off for future events.

**Other Potential Twists**

Following are some additional ideas for new directions or things to try for 2019:

- Potentially shortening speaker introductions and instead mixing in engaging breaks throughout the evening, such as having the host (or “correspondents” such as Ben Hawkes and Mariah
Rosado) do some “crowd work” where they take a mic out into the audience and pitch questions to different people—similar to what Oprah used to do but geared to the I/O audience.

- Inviting more “outside” speakers and audience members
- Focusing content more on scientist/practioner collaborations

I/O Shaken & Stirred And SIOP Collaboration

Whether I/O Shaken & Stirred 2019 is hosted by SIOP, funded by third-party sponsorship, or some combination of the two, we are very interested in cross-pollinating topics, talent, ideas, social media content, and even speakers with SIOP and its committees with the aim of bettering our field and engaging our community.

For example, we have pitched the idea of utilizing whiteboards during the conference that are housed in the Committee Zone except during I/O Shaken & Stirred. The content on these whiteboards can be driven by, for example, the Visibility Committee, and social media efforts by all our teams can generate excitement and engagement in the Committee Zone while bringing people together in ways that benefit the field. They can then be brought into the I/O Shaken & Stirred event to continue the conversations and multiply their impact.

Note that conversations were held with the AO about the whiteboard idea prior to Chicago. They were under the impression that whiteboards could not be moved around without union labor. We did end up using whiteboards at our Chicago event and were informed it was not a problem for us to move them around as needed with no additional labor or costs. The same should hold true for Baltimore.

2019 Program and Event Scheduling Ideas

We are open to creative scheduling and are happy to work with SIOP and/or sponsors on how I/O Shaken & Stirred 2019 can best fit in to the Baltimore SIOP conference experience. To initiate conversation on Shaken & Stirred’s contributions, following are some proposed ideas regarding scheduling.

To achieve the level of both entertainment and engagement we strive to create, we want the event length to be about two and a half to three hours in duration.

Some proposed ideas:

- A crossover conference program/reception event (e.g., starting at 5:00 or 6:00 on Friday and continuing into the evening)
- Similar to last year, an evening event in the model of a company reception. It can be held in the conference hotel with sponsorship either provided by a third party or SIOP.
- A new kind of evening event sponsored by SIOP
• We are happy to explore other creative Networking Receptions options/collaborations with the Conference Chair and other key stakeholders.

Third-party sponsorship interest can potentially be utilized for any of these options, and we 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 and/or sponsors to develop an event that adds more value to the 2019 conference.
RESOURCES AND SUPPORT

Primary Requests

- Direct contact with venue staff and vendors. Due to the nature of this event’s production and how it’s sponsored, it is most efficient and effective for us to be able to work directly with hotel coordinators, the contracted AV company, and any other relevant vendors in the months leading up to the conference event (as opposed to filtering communications through the AO and having no direct access to such parties until the day of the event).
  
  - Specifically, we ask that SIOP give permission to the Baltimore Harbor and vendors to work with I/O Shaken & Stirred on event planning as early as possible (e.g., by September 2018) so we can begin detailed event planning in the early fall.

- Scheduling as a up to a three-hour event beginning in the late afternoon or evening. Thursday or Friday evening of the conference is ideal, as that allows energy and ideas generated during the event to continue throughout the rest of the SIOP conference.

- Ballroom setup with theater-style seating. While ideal capacity would be 500-700 people, we are flexible and can potentially go bigger depending on SIOP goals and those of any third-party sponsors or partners.

- Raised platform stage (preferably with stairs on both sides) with stage lighting (rigging point truss lighting if possible)

- 2-3 projectors and screens (3 preferred)

- Ballroom sound package (e.g., house sound system, mixer, 2+ power speakers)

- Dimmable room lighting

- AV tech/operator in room for support at the tech table’s sound board where a member of our event team has space to work and run the event’s content from two Mac laptops

- Bar and/or dessert service

- Videographer (for the first two years we utilized audience volunteers for videos, which yielded subpar video quality and consistency, therefore we request a professional videographer in 2019)

- Access to the event’s room by team and speakers at least two hours prior to start time

- Small budget for marketing (e.g., buttons or badges for speakers, volunteers, and fans; printed programs; posters and signage; hosting for 2019’s website; etc.)

- Tables for audience check-in at the event space’s entrance

- Confidence video monitor, at least two wireless handheld microphones and stands, and remote controls for advancing projected imagery
**Nice-to-Haves**

- Pipe and drape staging with LED up-lights
- If the event is held in a huge space that’s significantly larger than the desired audience size, we’d like to use standing pipe and drape like we used in Orlando’s 5,000-person capacity hall, which was a great solution.
- Wireless communication system (“walkie-talkies”) for event team
- Promotional support by SIOP (mentions on website, in the conference program, ribbons, etc.)
- Drink and/or dessert tickets
- Refreshments for speakers and entertainers (e.g., water bottles on chairs for speakers, drinks in the entertainers’ prep area, etc.)
- 2-3 whiteboards (ideally with at least one of them having crossover-use in the Committee Zone or other cross-pollination area)
- Strategically placed highboy tables

**Important Content Agreements**

- While SIOP and/or sponsors will be asked for input on I/O Shaken & Stirred speaker selection, marketing content, website content, social media, and event content, I/O Shaken & Stirred has final decision authority
- Content created by I/O Shaken & Stirred for marketing and promoting the event would be solely owned by I/O Shaken & Stirred.
- Speaker presentation content will only be shared on I/O Shaken & Stirred platforms with the express permission of each speaker

**Event Costs**

SIOP generously covered the costs of the Shaken & Stirred event in Orlando, and we were not privy to the costs involved that year. Our first experience with event fees of this nature was during the Chicago conference. Our understanding is that Chicago was uniquely expensive for an event of its kind. For example, our event costs included many union representatives and non-negotiable fees that were apparently unusually high.

For the Chicago event we had a total budget of $35,000 from our sponsor. After including the hundreds of drink tickets we gave away, we used just over $31,000 of that budget. Along with being used for location-specific fees such as space rental, AV costs, labor, beverage and bartender fees, and electrical costs, we also used budget dollars for our website and marketing costs, printed programs, and entertainment fees.
Note that if I/O Shaken & Stirred is funded through third-party sponsorship for 2019, the SIOP Visibility committee has asked to “sponsor” the programs.

It is also worth noting that when negotiating AV vendor fees with the Sheraton Grand Chicago, we tried to cut out several thousand dollars’ worth of “extras” to save money for our sponsor. We were told that we were “splitting costs” for these items with SIOP for their Opening and Closing Plenary. We were not asked or informed about any of this in advance, were not given any input on choices, could not cut them out, and had no option but to accept the choices and costs decided upon by others. Similarly our sponsor was never informed or asked for permission to use their funding to subsidize SIOP costs associated with the Plenaries. We do not know who was responsible for these decisions or if SIOP had any knowledge about them. If I/O Shaken & Stirred ends up being responsible for our own funding again, we hope for more transparency and openness with the AO and key vendors to ensure appropriate communication on funding decisions of this nature moving forward.

Potential Sponsorship

As described earlier, the suggestion for sponsorship for the 2018 event came from a previous Program Chair when the interest and support from SIOP came into question. We reached out to all of the first year’s speakers to get their ideas, and within days we heard from multiple organizations who were all interested in sponsoring the event.

We moved forward with discussions with Google as the 2018 sponsor. They had never sponsored anything at SIOP and wanted to be part of something innovative and forward thinking. Also key was that the person championing the effort was Google’s Kathryn Dekas, who was a speaker our first year and a valuable and trusted partner for the project. Most importantly, Google agreed they should not have any decision authority on event content.

Google has expressed interest in potentially continuing sponsor-level involvement for I/O Shaken & Stirred 2019. We wanted to explore options and interest with SIOP before determining the best path forward. In case it ends up being relevant, we also received sponsorship offers from other organizations for the 2018 event that we did not utilize. Due to the support and interest shown by many individuals and organizations, we suspect that we can find additional funding sources or partners moving forward as needed.

Volunteer Support

Each year Shaken & Stirred has benefitted from a large (and growing) list of volunteers.

In 2017 we had terrific support from SIOP’s Special Sessions group and Aarti Shyamsunder and three dedicated volunteers giving significant amounts of their time to Shaken & Stirred in the months leading up to the conference and at the conference itself. There were also two additional day-of volunteers provided by SIOP.

In 2018, the event team grew significantly. Without SIOP’s direct support, we were responsible for all aspects of project and audience management. Several volunteers from 2017 repeated their involvement, and we had an additional seven volunteers sign on to help out. Volunteers assisted with
all aspects of event planning, coordination, and marketing. The day of the event, volunteers also played critical roles welcoming guests at the check-in table, coordinating speakers, photographing and videotaping the event, and coordinating entertainers and hospitality staff.

For 2019, we already have a large group of volunteers ready to start planning and preparing for the coming event, many of them repeating volunteers who have a deep understanding of the event and what is necessary for smooth operation.

Next Steps

We’re very excited about the range of possibilities for 2019’s SIOP conference and the third installment of I/O Shaken & Stirred. We’re equally excited to partner with SIOP and/or third-party sponsors to leverage learnings from previous years and deliver the best I/O Shaken & Stirred event yet.

Questions, comments, and suggestions are more than welcome by contacting:

Jennifer Weiss, PhD  
Jennifer.Weiss@HRAlignment.net  
773-278-7854
Appendix A: Images from I/O Shaken & Stirred 2018

Welcome messaging and an energetic, pattern-interrupting performance by Environmental Encroachment kick off I/O Shaken & Stirred on April 20, 2018 during SIOP 2018 in Chicago. Photos by Ben Hawked.
Emcee Jennifer Weiss (left) and all 18 speakers at I/O Shaken & Stirred 2018. Photo by Ben Hawkes.

From left to right, Kizzy Parks Dominguez, Leslie DeChurch, and Ron Landis present their big ideas at I/O Shaken & Stirred 2018. Photos by Ben Hawkes.
From left to right, Aarti Shyamsunder, the duo Lindsey Zuloaga and Nathan Mondragon, and Sy Islam present their big ideas at I/O Shaken & Stirred 2018. Photos by Ben Hawkes.

From left to right, Susan Ashford, Christine Porath, and Mike Morrison present their big ideas at I/O Shaken & Stirred 2018. Photos by Ben Hawkes.
Audience members mix-and-mingle and contribute ideas to whiteboards in the room during intermission. Photos by Ben Hawkes.

Kelly Leonard of The Second City Works ended I/O Shaken & Stirred 2018 with an interactive bang by leading a 10-minute group exercise involving everyone in a room of more than 600 I/O Psychologists. Photos by Ben Hawkes and Jeremy Dedic.
Appendix B: Web and Social Media Presence for I/O Shaken & Stirred 2018

I/O Shaken & Stirred website homepage at [http://ioshakenandstirred.com](http://ioshakenandstirred.com)
THIS YEAR'S SPEAKERS

Jennifer Weiss
I/O Shaken & Stirred
Founder and Host

Tatiana Arthur
SAP SuccessFactors

Sue Ashford
University of Michigan

Stuart Carr
Massey University

Leslie DeChurch
Northwestern University

Nicole Dessain
talent.impressive

Asia Eaton
Florida International University

Sy Islam
Talent Metrics

Ron Landis
Illinois Institute of Technology

Kelly Leonard
The Second City Works

Nathan Mondragon
HireVue

Mike Morrison
Michigan State University

Kizzy Parka Dominguez
K. Parka Consulting

Tiffany Poeppelman
LinkedIn

Christine Porath
Georgetown University

Thomas Sasso
University of Guelph

Aarti Shyamsunder
Sprintfactics Consulting

Brian Welle
Google

Lindsey Zulloaga
HireVue

I/O Shaken & Stirred website: 2018 Speakers page.
Sue Ashford is the chair of the Management and Organizations group at the Ross School of Business, University of Michigan where she holds the Michael and Susan Jandamaro Professorship in Management and Organization. She was previously on the faculty of the Tuck School of Business at Dartmouth College (1983-1993) and received her M.S. and Ph.D. degrees from Northwestern University. Sue was the Ross school’s Associate Dean for the PhD program (1994-1995), Senior Associate Dean for Academic Affairs (1998-2002), and Associate Dean for Leadership Programming and the Executive MBA (2006-2010).

Sue’s passion is using her teaching and research work to help people to be maximally effective in their work settings, with an emphasis on self-leadership, proactivity, change from below, and leadership and its development. She teaches at the Ross School, focusing on negotiation and leadership. She also teaches in the Ascending to the C-suite program for Inforum, a professional organization committed to accelerating careers for women in Michigan and the Leading Women Executives program in Chicago.

Sue has made research contributions in the areas of leadership development and leader effectiveness, middle management, voice and issue selling, job insecurity, and individual proactivity. Her research has been published in a variety of top academic outlets and as advice for managers in the Harvard Business Review, the Harvard Business Review blog and New York Magazine. Her latest podcast is “Why anyone should see themselves as a leader” in HBR’s Ideacast series.

In 2002, Sue was named a Fellow of the Academy of Management, recognizing the top 1% of scholars in a worldwide professional association of nearly 20,000 professors and practitioners interested in improving management scholarship, education, and practice. That association also awarded her the prestigious Career Achievement Award for Distinguished Scholarly Contributions to Management in 2017.
I/O Shaken & Stirred website: Location information page.
ABOUT I/O SHAKEN & STIRRED

I/O Shaken & Stirred was created to celebrate those pushing the boundaries of I/O's contributions to the world and challenge the rest of us to do the same.

Our Mission
The mission of the I/O 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.

Our Vision
Designed to be an ongoing project and evolving annual event, I/O 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 SIGP and the field of I/O.

Inspiration: MIT’s Building 20
The inspiration for I/O Shaken & Stirred 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 mashup 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 SIGP 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.

Framework: 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...
Eventbrite page for 700 free RSVPs and more than 200 wait list requests for I/O Shaken & Stirred 2018.
YouTube channel for I/O Shaken & Stirred with speaker presentations from 2017 and 2018 at https://www.youtube.com/channel/UCyHufpYliAjBb7n87e_yERg
Twitter page for I/O Shaken & Stirred at https://twitter.com/IOShaken
Example of tweet activity for the recording of Mikki Hebl’s Shaken & Stirred presentation.
Facebook page for I/O Shaken & Stirred at https://www.facebook.com/IOShakenandStirred
One of dozens of posts on LinkedIn following I/O Shaken & Stirred 2018.
Appendix C: Program for I/O Shaken & Stirred 2018

Modeled after a playbill format, 700 printed programs were given to those attending I/O Shaken & Stirred 2018.

Cover of printed program for I/O Shaken & Stirred 2018.
Inside of printed program for I/O Shaken & Stirred 2018.
Back of printed program for I/O Shaken & Stirred 2018.
Appendix D: Feedback from Shaken & Stirred Events

“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/zbZafHqgumo.

“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

“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
Appendix E: Project Inception and 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.

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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 below for the first communication about this event from Sept. 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.

Initial Ideas Shared with SIOP Representatives
September 2, 2015

Anaheim SIOP conference evening event idea

Jennifer Weiss <jennifer.weiss@hralignment.net>

'ekling@gmu.edu'; 'zhorn@optima.com'; 'scottidandel@davidson.edu'; 'cchang@msu.edu

Wednesday, September 2, 2015 at 4:06 PM

Hello Eden, 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:
A key feature of the 20x2 experience is that it occurs as an evening event. They are usually held at live performance venues with seating facing the stage. A host emcees 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 SXSWi 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, IOs 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 mysiop.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.
Offices: 773.278.7554
Mobile: 773.339.8755
jennifer.weiss@hralignment.net
Special Event Status, 2017

A proposal was submitted for Special Event status in May 2016 (see Appendix F). 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.
Appendix F: Special Session Proposal for SIOP 2017

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 Participants

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

Proposed Event Outline, Setting, and Requested Resources

• Event time
  o 80 minutes including intermission and post-event mingling. The event can be adapted as needed to meet time constraints
  o 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
  o Ballroom; chairs set up presentation-style
  o Cash bar(s)
  o Elevated stage with two microphones on stands
  o Projection screen and speakers

• Pre-event
  o Lights dimmed slightly, music playing, projection with *SIOP: Shaken & Stirred* branding
  o Five minutes until start, countdown clock projected onto screen

• Introduction and First Half (Act I)
  o At start time: lights further dimmed, emcee opens, introduces event
  o Eight speakers in succession, each introduced by emcee
  o Audience participation game (utilizing social media) and intermission announced

• Intermission (10 minutes)
  o Lights brightened slightly, music played again
  o Emcee and event team reviews audience participation submissions
  o Five minutes until second half, countdown clock projected again

• Second Half (Act II)
  o Lights dim again

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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.
- 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

**Dedicated website:**

*SIOP: Shaken and Stirred* will have a dedicated website with brief bios/contact into/active links modelled after 20x2’s website: [http://20x2.org](http://20x2.org)

**Sample SXSWi 20x2 videos for reference:**

- [https://www.youtube.com/watch?v=vU8sufOqmzk](https://www.youtube.com/watch?v=vU8sufOqmzk)
- [https://vimeo.com/33353222](https://vimeo.com/33353222) (minor explicit language)
- [https://www.youtube.com/watch?v=6oDJcJM6-BM](https://www.youtube.com/watch?v=6oDJcJM6-BM)
- [https://www.youtube.com/watch?v=QVhyTWBnjcc](https://www.youtube.com/watch?v=QVhyTWBnjcc) (some explicit language)
- [https://www.youtube.com/watch?v=9jtcxEDZPqw](https://www.youtube.com/watch?v=9jtcxEDZPqw)
- [https://vimeo.com/153002](https://vimeo.com/153002)
- [https://www.youtube.com/watch?v=0dP28BCuZ6g](https://www.youtube.com/watch?v=0dP28BCuZ6g) (some explicit language)
- [https://www.youtube.com/watch?v=FzY4yZxYaOY](https://www.youtube.com/watch?v=FzY4yZxYaOY)