



**We've Got to Start
Meeting Like This**



In Montpelier and Malibu, in standard-issue motel meeting rooms and total learning-engineered environments, American organizations are gathering. They're gathering to train, to plan, to inspire and to reward, and they're gathering every day, even Thanksgiving and Christmas if they want especially low rates.

In fact, American businesses and associations will spend a record \$30 billion in 1984 for 75 million people to convene at more than one million off-site meetings, according to Marshall Howard, president of The Conference System, Beverly Hills, California. And according to a *Training & Development Journal* survey, 39 percent of readers book off-site meetings as part of their jobs, with average annual budgets of about \$9,800 for these meetings.*

Howard says a significant development in the meeting industry is the trend toward smaller, regional gatherings of 25 to 150 participants rather than several hundred. Organizations have found that, in addition to cutting down on travel costs, small meetings are "more personal and less stressful. People tend to work harder in these meetings," says Howard.

In 1984 more than 35 percent of participants in corporate off site meetings will be women, as compared with two percent only a decade ago. This fact has led to a new awareness of security in meeting sites and has contributed to a sharply heightened interest in facilities that offer fitness areas and equipment and a healthy menu.

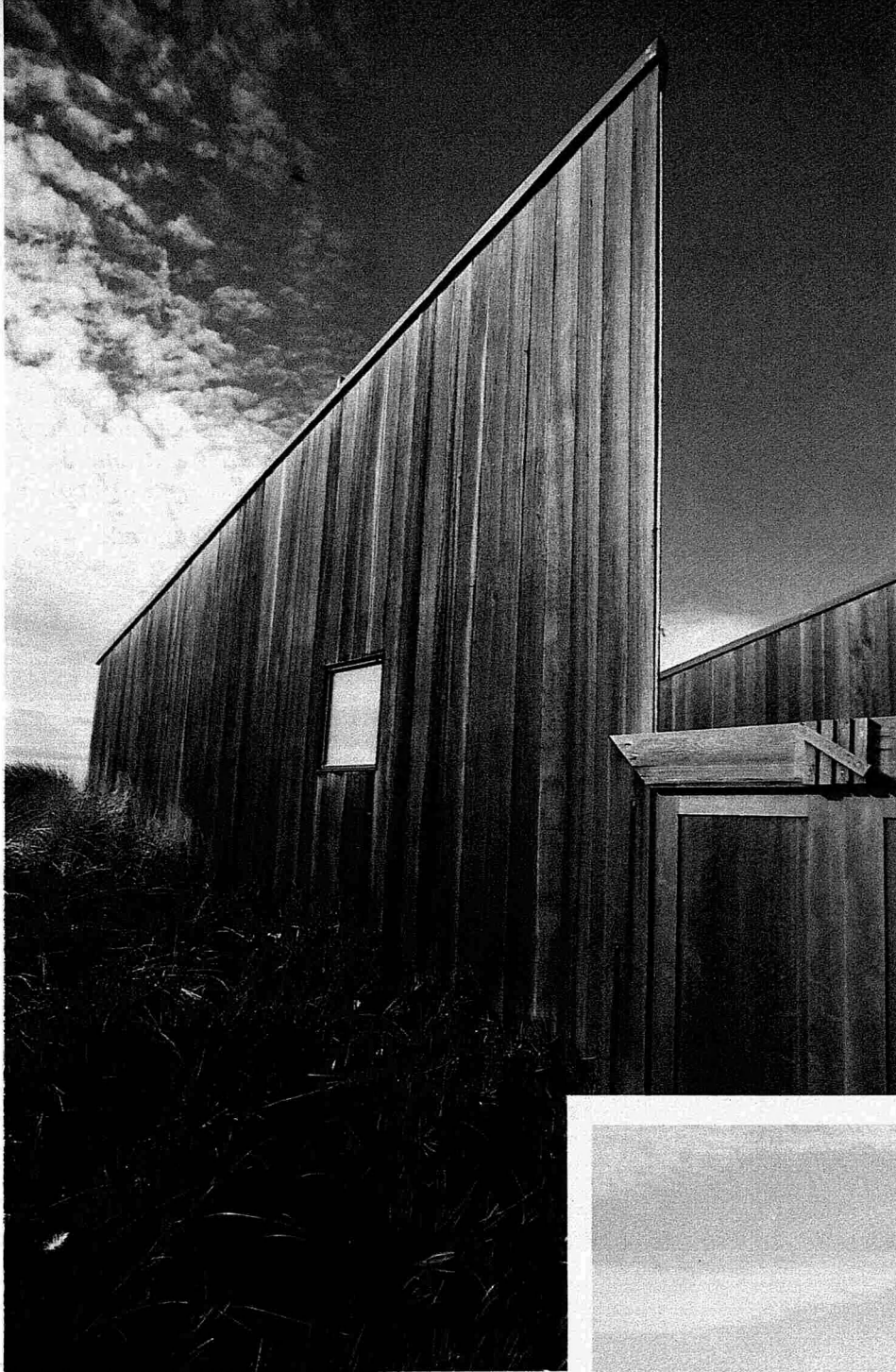
In recognition of the importance of the meeting site to meeting success, *Training & Development Journal* offers a mini feature on selecting and equipping facilities. The photo essay on the following pages depicts a variety of meeting options, from the big, close to the airport hotel with plenty of staff support and elaborate catering to the secluded mountain retreat with "controlled holistic environmental chambers" for sleeping rooms. And in his article beginning on page 32, Coleman Finkel, founder and designer of The National Conference Center, describes specific things trainers need in a meeting site, for the learners and for themselves.

*1983 survey of *Training & Development Journal* readers conducted by McGraw Hill Research.



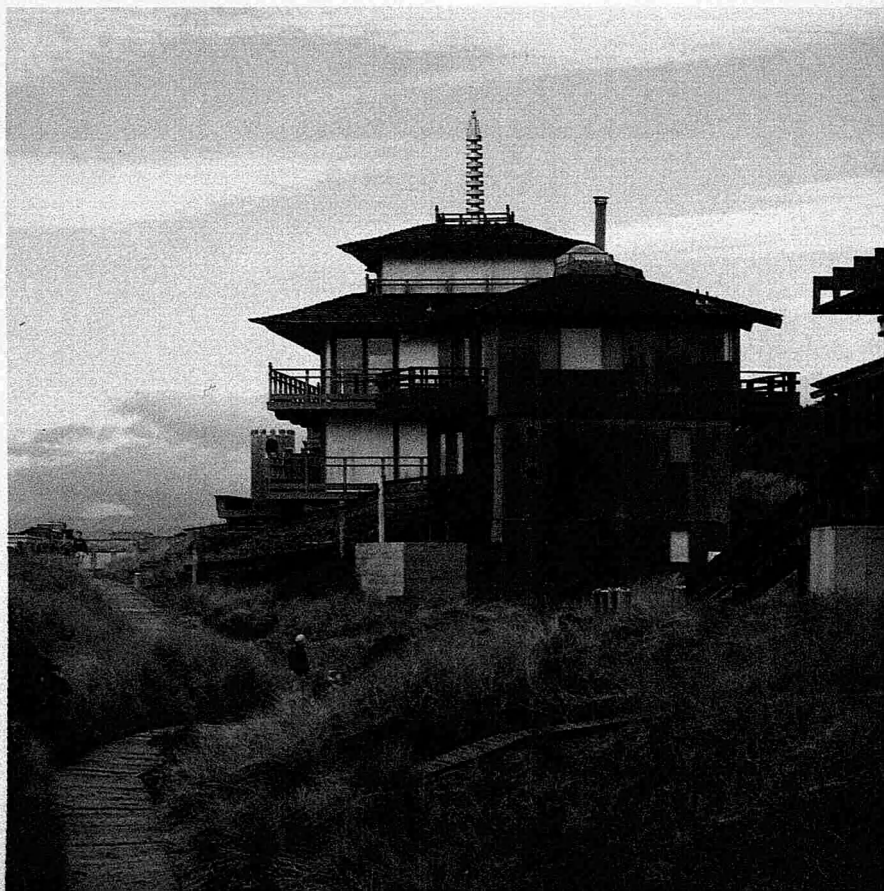
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Beauty and privacy are the outstanding features of the Pajora Dunes Conference Center, a self-contained community of imaginatively designed living and meeting structures scattered along a mile-and-a-half stretch of Monterey Bay. A remote location and 24-hour security ensure quiet and seclusion at this facility that boasts of "no shops, no cocktail lounges and no restaurants."



(Left)

It's clearly the architecture that stands out at Pajora Dunes. When meetings are over, participants return to "their" house or condominium unit rather than to an anonymous hotel room. Each has a stereo, television, fireplace and full kitchen, and each is different. Small, informal meetings can be held right in the living rooms.



(Right)

In addition to the cozy meeting spaces in Pajora Dunes' living quarters, six conventional meeting facilities are located throughout the complex. These can be equipped with a full range of meeting equipment; feature adjacent food service facilities; and accommodate up to 120 people in a classroom configuration, 250 theater-style.

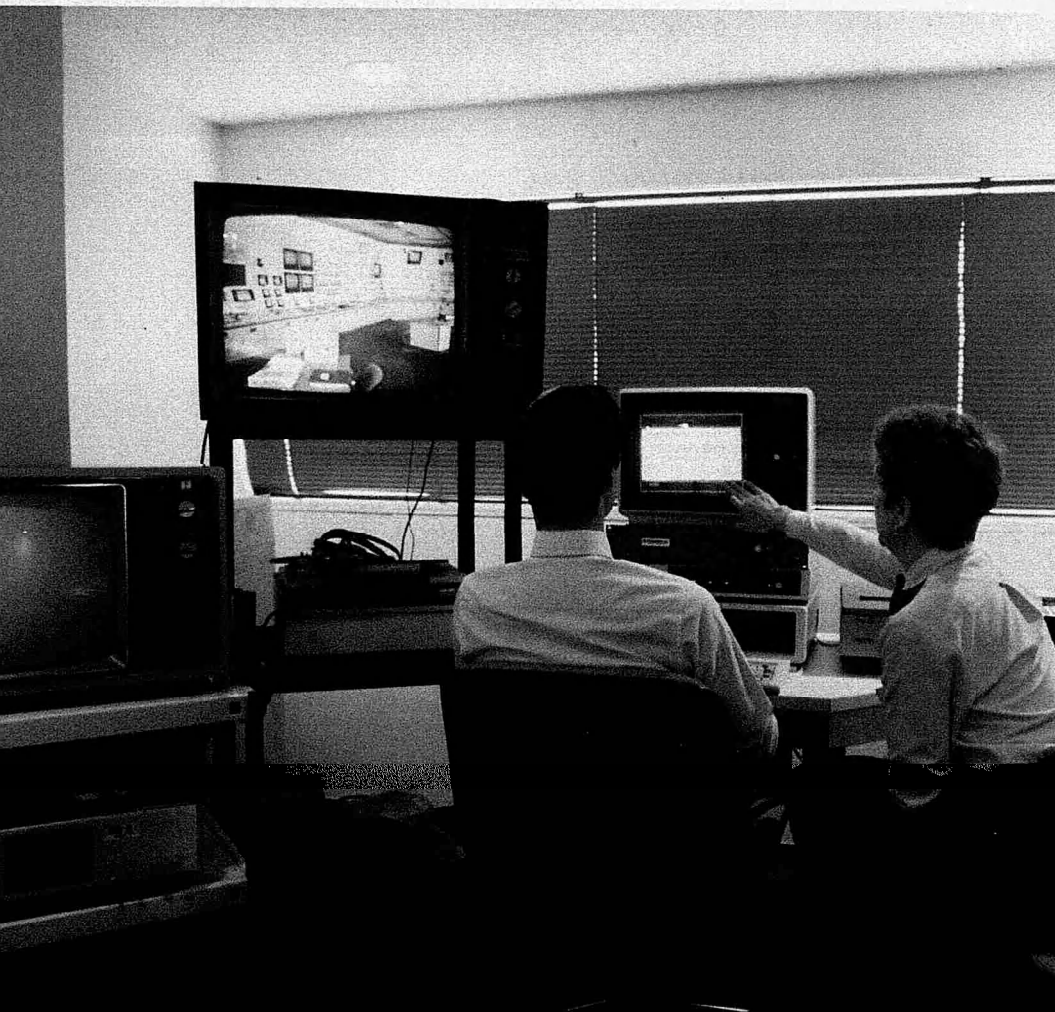


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Belmont, the Conference Center of the American Chemical Society, is an 18th century Georgian manor house situated on 365 acres of rolling fields and woodlands in Elkridge, Maryland. "High standards of graciousness and service" are the goals of Belmont, where many furnishings are on loan from the Smithsonian Institution.

A "conveniently remote" meeting site located only eight miles from a major international airport, the facility offers biking and jogging trails, tennis courts and an outdoor swimming pool. Belmont accommodates 25 overnight guests, with dining and conference facilities for 35 to 40. The policy of booking overflow guests at a nearby motel, at Belmont's room rate, is a nice touch of hospitality.



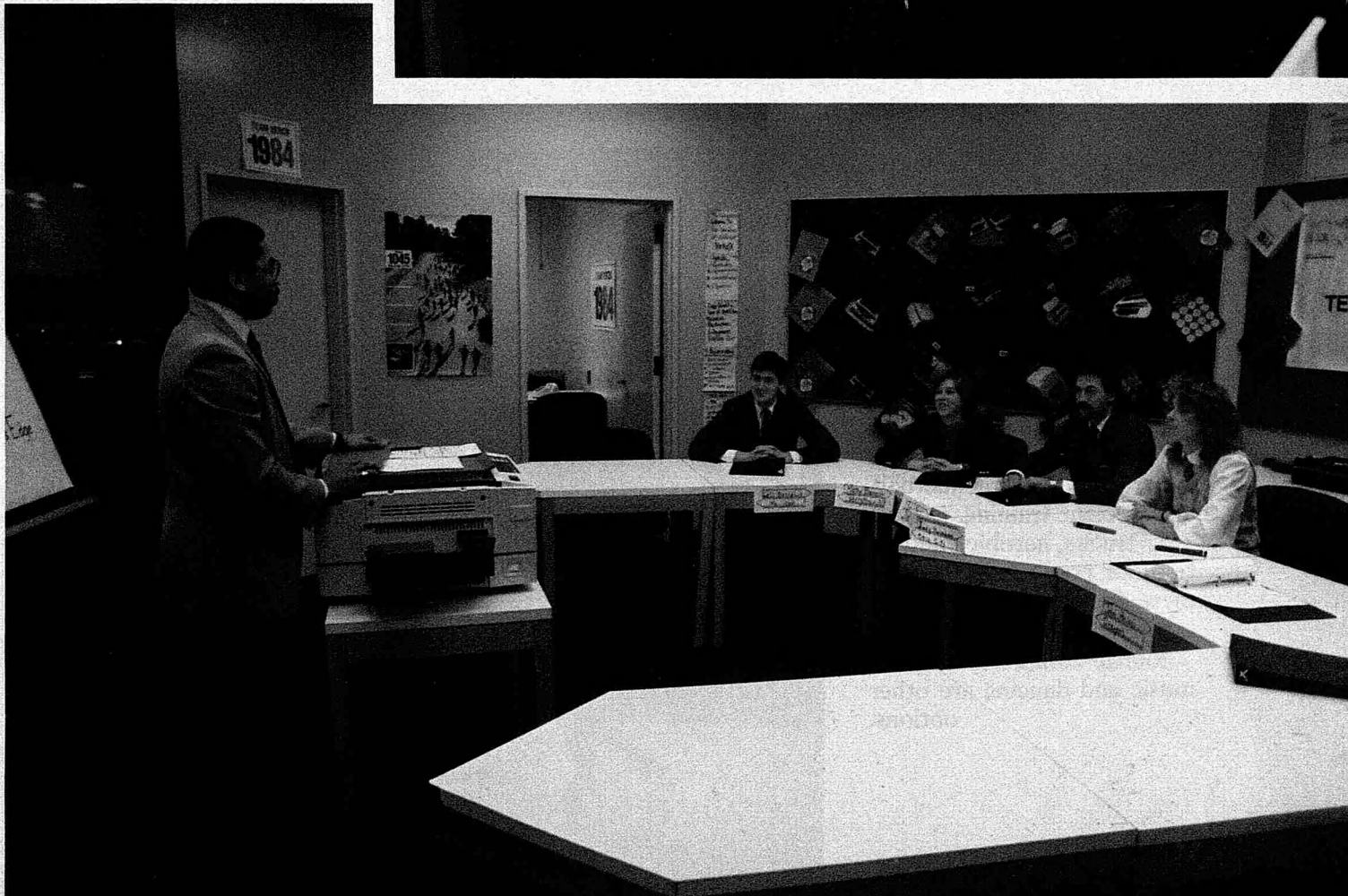
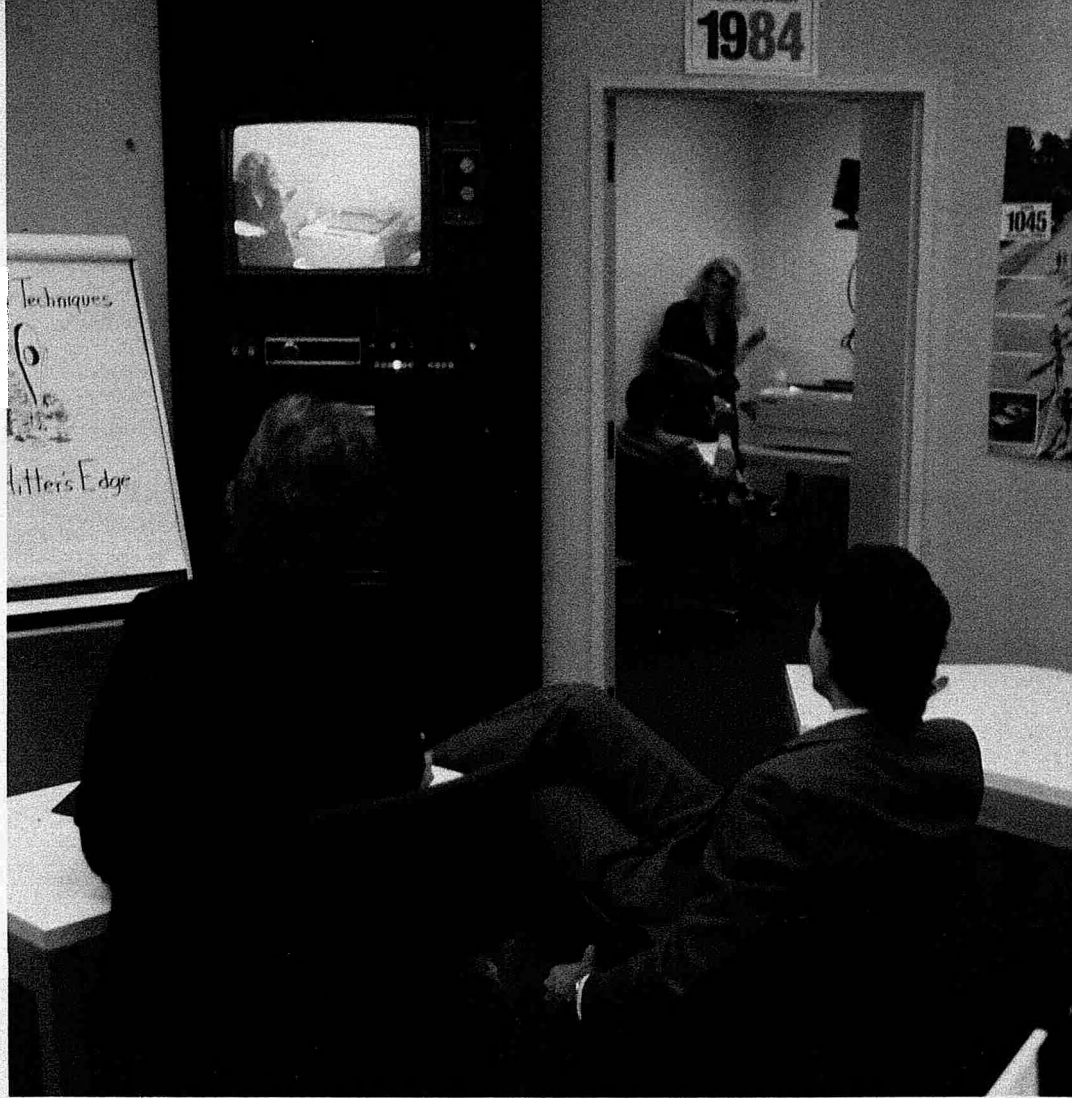


(Above)
The Xerox International Center for Training and Management Development, Leesburg, Virginia, does training in a big way. Located on 2,265 acres of land, the facility's two buildings cover approximately one million square feet of floor space and house 125 meeting rooms and 980 residence rooms, to accommodate 1,014 trainees. It is used principally for sales, service and management courses for Xerox's U.S. and Canadian personnel, but Xerox also leases the facility for training sessions for various Xerox divisions and outside companies.

(Left)
Instructional design facilities are part of the Xerox center. Here, two designers work on one of the many courses that coordinate individual personal computer use with a classroom-wide video monitor.

(Right)
Many of Xerox's "learning modules" feature built-in capabilities for videotaped role play. Here, a sales trainee conducts a simulated interview in an adjoining room while her colleagues observe her on the black-and-white monitor.

(Below)
Many of the learning modules are octagonal, creating a more comfortable, focused learning environment, according to the designers. Trainees experience less of a sense of being stuck in the rear of the room while the trainer dominates the front.





(Right)
Fitness and relaxation are emphasized at the Xerox center. Handball, racquetball, tennis, weight training, jogging tracks, aerobics and an outdoor pool are among the fitness opportunities; billiards, video games and a cocktail lounge complete with live music and dancing are other options.





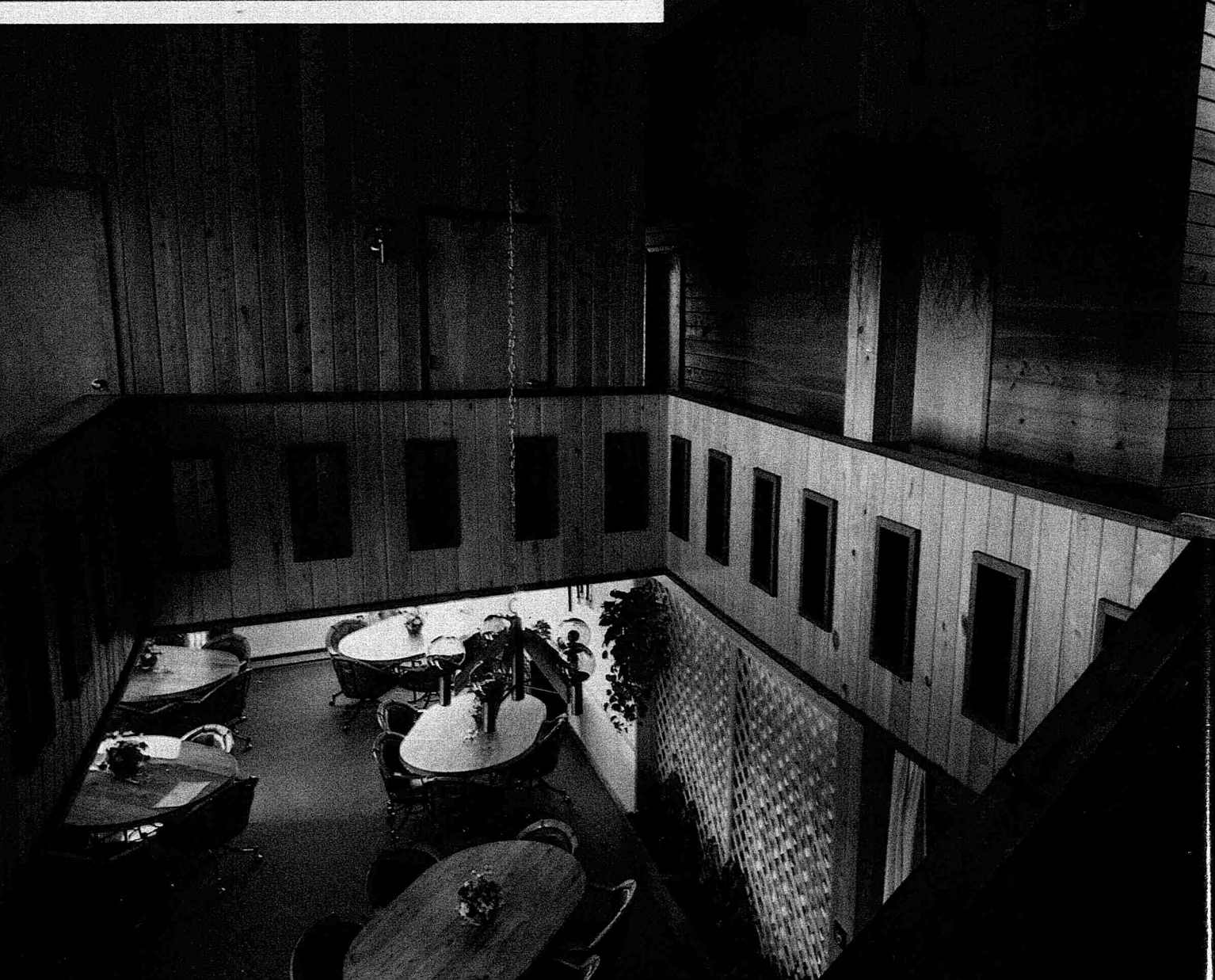
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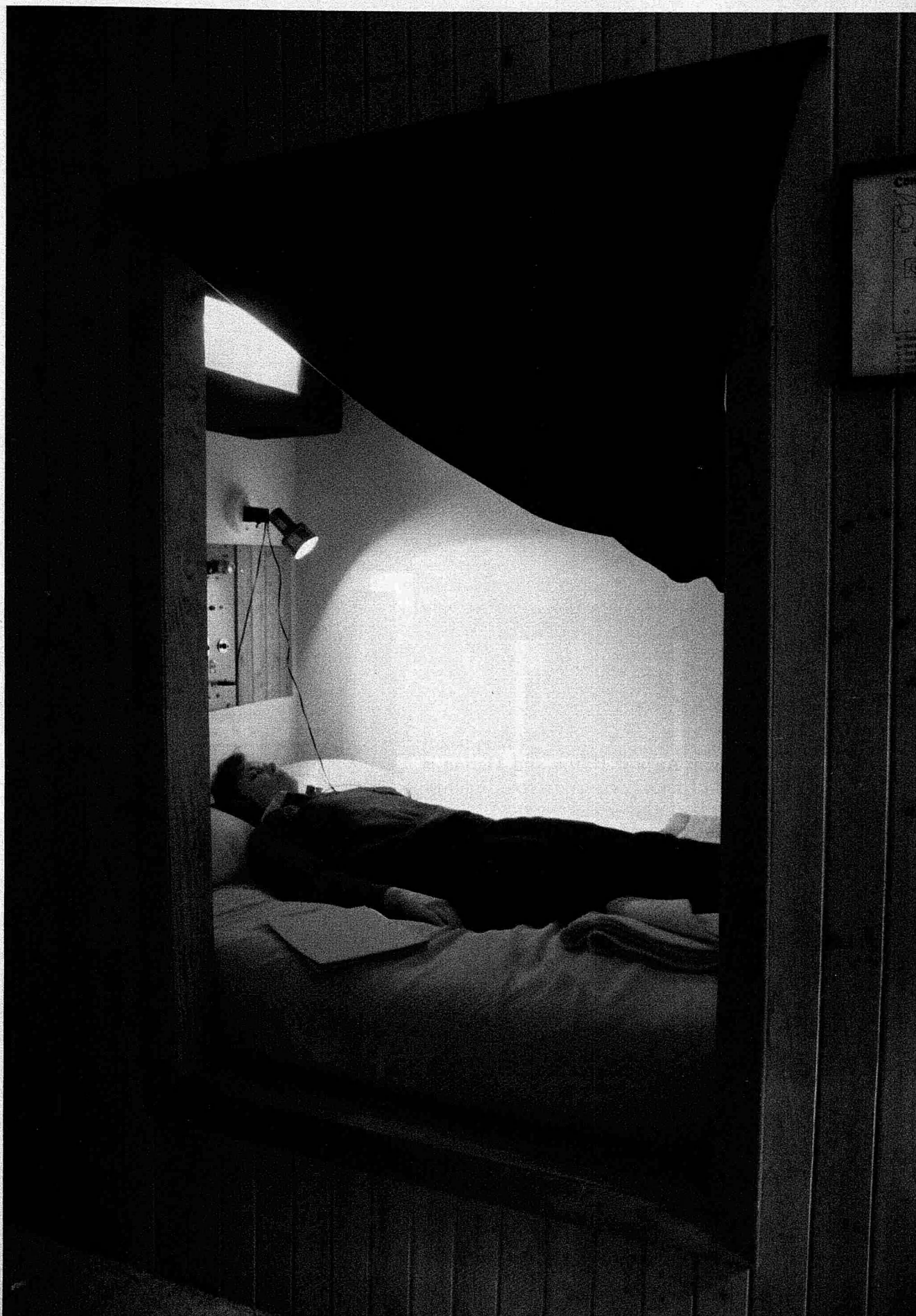
Xerox features sophisticated audio-visual capabilities; standard meeting room equipment includes overhead and 35mm projectors and a color television cassette playback unit. The center has its own, well-equipped video studio and editing facility, used primarily to support Xerox's own curriculum development.



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The "relatively pollution-free environment" was one reason the International Training & Communications Center at Monroe Institute of Applied Sciences was built on its site in the foothills of the Blue Ridge Mountains. The Monroe Institute is known for its research on the effects of sound waves on human behavior, and the facility is used for many whole-brain training seminars. Perhaps its most unique feature is the "controlled holistic environmental chambers" where guests relax and sleep. The guests control the sound entering the chamber; the color, intensity and patterns of light; oxygen flow; and the mattress contours. The chamber's electro-magnetic radiation is controlled for them.







(This page)
The Miami Airport Hilton and Marina is the kind of facility many people think of when they think of a business-related meeting: big, slick, well-equipped and easy. And, depending on the meeting, such a facility may be most appropriate. In addition to plenty of staff support, scores of catering options and ready-made, on-the-premises entertainment, this hotel offers bilingual (Spanish and English) materials, handicapped accommodations and "executive style" meeting rooms. The Hilton's boating and water-skiing, swimming pool and jacuzzi, tennis courts and jogging-and-exercise Vita Course are welcome pluses to most participants.

