



# **FEVERBEE SPRINT**

**'TACTICAL PSYCHOLOGY' WORKSHOP**  
**AMERICAN CONSERVATORY THEATRE**  
**SAN FRANCISCO**  
**NOVEMBER 11, 2015**

## ***A FULL DAY OF INTENSIVE TACTICAL PSYCHOLOGY***

***Learn how to apply proven principles from social psychology to increase the level of growth and participation in your community.***

Welcome back to FeverBee's popular online community workshops. Over the past five years we've hosted workshops in ten countries to help community professionals take a more reliable, proven, scientific approach to building their online communities.

Last year's we hosted a workshop in San Francisco which proved to be our most popular yet. 110 incredible community professionals joined us for a deep dive into advanced community experts. The workshop received a **94% approval rating** (avg. 4.7/5).

### **What you can expect this year**

This year's focus is on *tactical psychology*. We want to help you embrace proven principles of psychology to optimize everything you do in your community.

The workshop is divided into four sessions, each focused on a different psychological principal. These cover key tenets such as motivation, nudges, habits, reward theory, goal setting, rhetoric, self-disclosure, and a psychological sense of community to ensure you are embracing every possible advantage from the world of social science.

**We have 40 places available. The fee is \$750 per person.** This fee includes:

- **The full day workshop (incl. guest speakers).**
- **Access to the conference on the 12<sup>th</sup> Nov.**
- Lunch, breakfast, and snacks on both days.
- Access to the afterparty (free food/alcohol).
- Access to FeverBee's full on-demand course (\$640)
- An annual membership to FeverBee's exclusive community (\$360)

If you would like to register, [\*\*click here\*\*](#).

**(full agenda below)**

## WORKSHOP AGENDA

### REGISTRATION & BREAKFAST

8.30am to 9:00am

Join us from 8.30am for breakfast and get to meet community managers from around North America. Last year's attendees came from 14 countries from all sectors; tech, internal, non-profit, and more.

### SESSION 1: MOTIVATION

9:00AM TO 10:30am

Our first session of the day covers motivation. We're going to take you through a brief history of motivation theory and how it applies to online communities. You're going to learn how to get into your members' heads and know exactly what they want (and why what they think they want isn't always what they want). You're also going to discover how most communities have inadvertently been developed to attract lurkers instead of cultivating active participants.

#### Key elements of this session include:

- **History of motivation.**  
Motivation has thankfully changed a lot since Maslow looked at a bunch of rhesus monkeys and guessed what motivated human beings. We're going to explain which theories really hold true and why you need to know them.
- **Motivation in online communities (what the research says).**  
Academics have studied motivation in online communities for two decades now. We're going to cover and synthesize this research
- **Motivation by community (different types of communities embrace different types of motivation).**  
Motivation changes by the type of community. We're going to explain what type of motivation will work best for your type of community.
- **Reading your members' minds.**  
You're going to learn the best techniques to identify what motivates your members to both join and participate in your community. You're going to discover that what members say they want and what they really want are two *very* different things.
- **How to transfer motivation hook into practical community elements.**  
We're going to break you down into groups by the type of community you manage, then work with each group to develop effective motivational appeals you can test and apply throughout all your communications with members.

## **SESSION 2: MIND HACKS AND COGNITIVE BIASES**

**10:30AM - 12:30PM**

After a 30-minute break for fruit, nuts, and coffee we'll resume to tackle the most fun part of the day, mind hacks and irrational biases.

The human brain uses a wide array of heuristics to make decisions. These are mental shortcuts that simplify most of the decisions we need to make. It reduces the inputs we pay attention to.

We're going to explain dozens of these and how you can hijack our basic human instincts to get members to do what you want. You're going to learn the principles of nudging members, building habits, anchoring decisions, and personifying influence.

### **Key elements of this session include:**

- **Human decision making**  
How we decide what we're going to do and why we usually get it *completely* wrong. How you can help members to decide to join the community, become a volunteer, and use tools like contrasts and scarcity.
- **Anchoring decisions**  
We're going to explain the concept of anchoring. How we make decisions and rate objects by contrast in comparison with other objects, the role of emotion (and what stimulates emotion), and how to set the right expectations for members when they join.
- **Habits**  
You've probably read the work of BJ Fogg and Nir Eyal, we're going to cover this but expand to show how it's being regularly implemented in dozens of thriving online communities today.
- **Influence**  
The more influential you and your members are, the more people are likely to join. If you want to get more people joining and participating in your community, you need to grow your own influence. We're going to highlight the key attributes of influence and how you can acquire them.

During this session we will once again break participants down into size and topic-related groups (so you're with people in similar fields) and help you to go through your own communities and push each member of the group through a checklist to ensure you're optimizing each element of human decision making, anchoring, habits, and influence.

## **LUNCH**

**12:30PM - 1:30PM**

## **SESSION 3: PERSUASIVE DESIGN AND TECHNOLOGY**

**1:30pm to 3:00pm**

An emerging group of ‘persuasion architects’ has been examining how to use principals from behavioral science to design more persuasive and engaging websites. In this session, FeverBee’s Sarah Hawk will take you through the key principles and how to apply them to your online community.

You’re going to learn what colours to use, where to place different elements, the ideal user flow, how to test and optimize your community and how the worlds top online engagement platforms onboard their members.

This session covers:

- **Font / colour theory.**  
There is a wealth of material that explains how best to use font and colour to great effect. This session will highlight what design features you should use in your community.
- **Notifications.**  
We’re going to examine the current notification systems available and identify the best ones to use for different types of communities. You’ll learn to simplify and automate these at a high level.
- **User flow.**  
Once we’ve covered notifications we’re going to break down your entire community user flow step by step and look at how you can improve it. You will see dozens of examples of great user flow and discover how to make any community platform much, much, better.
- **Key features.**  
We’re going to guide you through the fundamental key elements your community should have and look at how we can incorporate those into persuasive design patterns.
- **Testing and optimizing.**  
We’ll talk about how to test and measure solution options quickly and adapt intervention based on those results. We’ll show you how to ensure that your community is as optimised as it could be, starting with on-boarding.

By the end of this session you will have a clear checklist to optimise your own community platform – along with an array of tips, ideas, and vendor options for making further enhancements.

## **SESSION 4: PERSUASIVE COMMUNICATION**

**3:30pm to 5:00pm**

Our final session boldly goes where few community professionals have gone before, persuasive communication. We're going to take an evidence-based approach to explaining how you can communicate your ideas and messages persuasively to an audience. This will cover key elements from storytelling, creating a narrative, rhetoric, and the top tips from the greatest speechwriters.

You're going to learn how to get the attention of the top people in your field, how to get your e-mails not just opened, but read, and how to select the specific words and messages you use to communicate with every member.

- **What not to say.**  
Every word we use comes with distinct associations for unique groups. We're going to go through most of the common mistakes that undermine our efforts to build a community.
- **Rallying a crowd.**  
We'll look at the proven techniques to rally a crowd both online or offline around our vision. We'll figure out the most common tricks used by the best public speakers in the business. We'll learn the art of the pause, repetition, 3-point lists, and plenty more.
- **Perfecting the call to action.**  
Which calls to action are proven to work and which aren't? What does the data say? How can you change what you ask members? Should you give a rationale? Highlight the end result? Or explain what it means to them or to others?
- **E-mail subject lines and newsletter headings.**  
Should the headline aim to capture attention or reflect the body content? How long should the headline or subject be? Which factors most determine whether a message gets opened? We'll review the data on what words and length actually drives open-rates and participation.

During this session every attendee will get a chance to deliver a short pitch to his or her own group (or to the entire audience) and receive feedback. We'll learn how to change the way we use words to ensure we're listened to in the future.

## **POST-EVENT ACTIVITY**

**5:00pm - Late**

Traditionally following the workshop we organize an activity for the group (food, bowling, drinks). Be aware that this will not be confirmed until September and is completely optional. It's not included in the ticket price.