
05 CASE

NAE DAY

DUTCH ACADEMY OF EATING DISORDERS



ABOUT THE NAE

The “Nederlands Academie voor Eetstoornissen” (NAE), or the Academy, is committed to leadership in eating disorders research, education, treatment, and prevention. Members can be individual practitioners as well as institutions focussed on patient care in the field of treating eating disorders. The pillars that the Academy has built itself upon are sharing knowledge, educating, networking, fostering cooperation through multiple disciplines, and acting as advocates.

EVENT CONTEXT

NAE has a biannual meeting cycle. In the even years NAE organises the NAE Congress, and in the odd years NAE licenses an event called NAE Day to one of its member organisations. The NAE Day 2015 was licensed to Human Concern. The reason for licensing is to offer a sneak peak into a member organisation's practice.

WHO IS ORGANISING THE CHANGE?

Human Concern is a member organisation of the NAE. Their concept, vision, and approach are different from those of other treatment practices. Human Concern works with experience professionals. These are professionals who, in addition to their professional designation and accreditation, have overcome an eating disorder themselves. These professionals use this experience actively and purposefully in their client treatment, which is perceived as unprofessional by most of their peers. Human Concern hired ByBabs—an event agency based in Amsterdam managed by Babs Nijdam to help them design the event. Babs introduced the Event Canvas to them after she had followed a workshop about the Event Canvas methodology. She helped her client's core team to frame the discussion, analyse stakeholder perspectives, and design the event using the Event Canvas as a template.

WHAT WAS THE CHALLENGE?

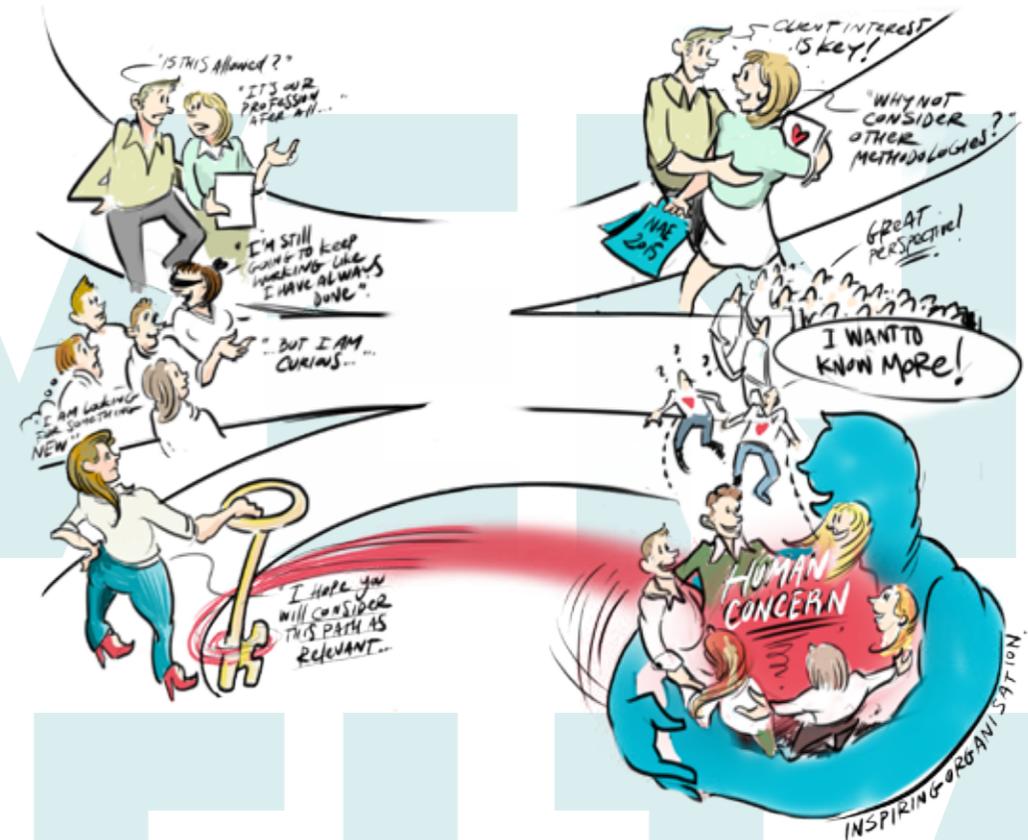
Making every Stakeholder comfortable with the direction in which this event was going was the main challenge for the designers. They had to acknowledge and respect different Stakeholders' perspectives. The Event Design was the result of Empathizing with every Stakeholder carefully and every one of them could recognize their own perspective.

WHO ARE THE MAIN STAKEHOLDERS?

For this event, three Stakeholders were identified: NAE, represented by the board; Professionals in the field of Eating Disorders; and Human Concern, as the licensee of the NAE day 2015.

THE EVENT DELTA

The designed Event Delta is to scale concerns in the eating disorder field back to the individual human experience, to see the client as a human being, and to find the balance of cure and care in treatment. Allowing professionals to use their own experiences is a taboo and that is exactly what makes Human Concern successful. The goal was to shift this paradigm by bringing back the human scale and proving its value.



EXPECTATION

All Stakeholders have a certain expectation of the event, based on previous experiences and the fact that Human Concern is the organiser this year. They expect presentations from the stage supported with Powerpoint, and they feel that this year the event could be something new and different.

SATISFACTION

All Stakeholders should feel, when leaving the event, that it was valuable and different, something where the passion for curing and caring for others were the primary consideration.

COSTS

Venue, logistics, and speakers, as well as a contribution (as a licence fee) to the NAE, are the main cost elements.

REVENUE

The budget was based on having 300 professionals signing up for an average fee of 150 EUR.

JOBS TO BE DONE

As an overarching job, the team identified a common interest and common care for solving the problems associated with eating disorders. NAE's event cycle tells them to organise an annual event. The professionals need to continuously educate themselves, they need accreditation points, and they need to maintain and develop a network. Human Concern is looking for the platform to share their passion and their care for their patients.

PROMISE

The main reason for participating is different for each Stakeholder in this case. NAE's promise is to organise events, provide education and accomplish geographical spread of their events involving member organizations. For the professionals the promise is that they will be introduced to a way to get accreditation points, to talk to peers, and to immerse themselves for a day in learning about new treatments and insights. For Human Concern the promise is a that they will have a platform upon which to be clear about their approach, and to share their passion.



THE EVENT DESIGN EXPERIENCE JOURNEY

To enforce the message of putting the clients first, Human Concern designed a special experience designed to put all participants in the shoes of a client, to show and have them experience how clients feel. Participants are measured in different ways; they have to stand on a scale and the result is put on a sticky note. That note is fixed to the person's back so everyone, except the person wearing it, can see it. There is a constant audio feed during the breaks that whispers thoughts clients have, such as 'You are too fat', and, 'You don't matter'. Also during the breaks participants are offered insects, considered by some as high protein nutrition and by others as something too grotesque to eat. These exercises reflect the world of people with eating disorders. Furthermore, the decoration is similar to Human Concern's interior decoration, to stress the human aspect rather than the clinical aspect.

INSTRUCTIONAL DESIGN

The instructional design is a mix of experience sharing of (former) clients, best practices, and presentations by international speakers. Eighty percent of the speakers are professionals who have overcome an eating disorder. Formats are tailored to the message and there is a focus on dialogue, conversation, and storytelling. The Human Scale is the theme of the NAE day, which is a combination of bringing issues back to human proportions, seeing the client as a human being, and treatment as a balance of cure and care. In addition, there is art by former clients displayed in the venue and there is a lunch with former clients.

THE DESIGN PROCESS

To organize an event as a licensee is special for many reasons. First of all, organising events is not the organization's core competency. And second, at that moment, there was no alignment between the licensor and the licensee and no common language to have a fruitful conversation. Last but not least, all the Stakeholders had considerably high stakes in this event. The licensee needed a common language and process to use to be respectful to each of the Stakeholders' needs.

THE BRAIDING POINT

Babs Nijdam was hired as a consultant to help Human Concern design and organize this event. Babs was heavily inspired by the simplicity of the Event Canvas as a design tool and needed a process not just to help her client execute this event, but more importantly that she could use to design events. The analysis of all stakes and event story resonated really well with Human Concern's Managing Board.

NEXT?

As a result of having seen this process form the side-line, its output, and the meaningful conversations this process led to, the NAE decided to use the Event Canvas as a design tool for their future events.



BABS NIJDAM

OWNER, BY BABS

‘Consulting my client using the Event Canvas process helped me align the stakes and design with the end in mind.’
