

Mobile Applications for Meetings: How Smart Phones and Tablets are Transforming Events

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#HSMAMEET @corbinball

Course Notes: www.corbinball.com/assets/mobile-am.pdf



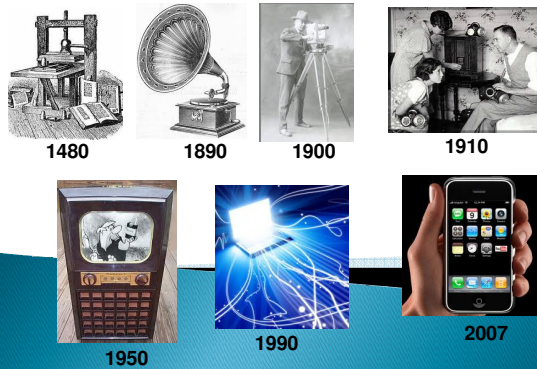
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The computer in your cell phone today is a **million times** cheaper and a **thousand times** more powerful and about a **hundred thousand times** smaller than the one computer at MIT in 1965



Source: Xplane 2010

Mobile - The 7th Mass Media Channel:



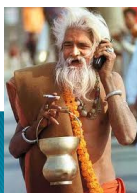
The 7th Mass Media Channel -- Mobile Differences:

- Personal
- Always on
- Always carried
- Built-in payment channel
- Input at the point of creative impulse
- Only channel that combines all of the others!



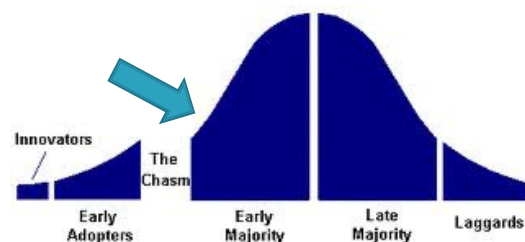
4.6 billion mobile phone subscriptions
(2 out of 3 on this planet)

- more access than running water
- more than toothbrushes



Tomi Ahonen, 2011

Mobile apps for events



Mobile apps for events

- ▶ Agenda / program
- ▶ Alerts / messaging
- ▶ Appointments
- ▶ Area information
- ▶ Audience polling
- ▶ Brochures
- ▶ Conference program
- ▶ Conference video
- ▶ Exhibit guide
- ▶ Floor plans /mapping
- ▶ Lead exchange
- ▶ Meetings logistics
- ▶ Micropayments
- ▶ Networking
- ▶ Registration
- ▶ Session handouts
- ▶ Surveys
- ▶ Ticketing

“Swiss Army” meeting apps

- alliancetech.com
- core-apps.com
- quickmobile.com
- sherpa-solutions.com



Venue Applications

- runtriz.com
- eventmediaconcepts.com
- imswift.com
- emarketing360.com
- swamicity.com



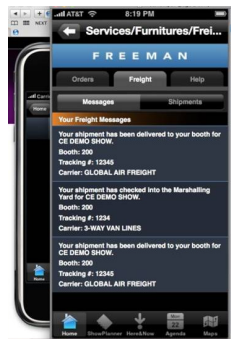
Lead exchange / contact management / ticketing

- bartizan.com
- busyevent.com
- bu.mp
- en.wikipedia.org/wiki/QR_Code
- mogotix.com
- bcard.net
- face2name.com



Exhibitor Management

Freeman.com
Concierge Elite:



Surveys / Polling

- pollweverywhere.com
- zukuweb.com
- validar.com



Eliminating Paper:

- Programs
- Exhibit guides
- Session handouts
- Brochures

- xnip.com
- snipp.com



Social Media

- gowala.com
- foursquare.com
- facebook.com/places
- scvngr.com



Way-finding / Augmented Reality

- google.com/mobile/goggles
- questvisual.com



Event Logistics

- ootoweb.com
- dataviz.com/products/documentstogo/
- apple.com/iwork/pages/
- http://itunes.apple.com/us/app/manage
- dropbox.com



Resources:

- meetingapps.com
- corbinball.com/bookmarks



Resources:

Corbin's Favorites File
www.corbinball.com/bookmarks

Corbin's Article Database
www.corbinball.com/art

Corbin's TechTalk Newsletter
www.corbinball.com/techtalk

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Evaluation Form



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Corbin Ball, CMP is an international speaker, consultant and writer helping clients worldwide use technology to save time and improve productivity. With 20 years of experience running international technology meetings, he now is a highly acclaimed speaker with the ability to make complex subjects understandable and fun. His articles have appeared in hundreds of national and international publications and has been quote in the New York Times, the Wall Street Journal, Fast Company Magazine and numerous other publications. Corbin serves or has served on many hotel, corporate and association boards. He is the only person to receive both MPI's International Supplier of the Year and MPI's International Chapter Leader of the Year awards and has been named for four years as one of "The 25 Most Influential People in the Meetings Industry" by MeetingNews Magazine.

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