

**What A Tangled WWWeb....
Top Events Technology Trends**

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**Top Events Technology
Trends**

- 5. Meetings management will be increasingly web- based.**

**Over-arching trend:
Meetings management will
be increasingly web-
based.**

Web-based Events Management

- Registration
- Site selection/Procurement/RFPs
- Housing/Travel
- Membership Management
- Scheduling
- Customer Relations Management (CRM)
- Project Management
- Surveys
- Event Web Sites
- Exhibit Management
- Incentive Management

Web-based Events Management

www.etches.com
www.passkey.com
www.mpoint.com

Web History

Web 1.0: Static web pages:

Web 2.0: The Web is the platform
Data is the driver
Participation is the key ingredient.

Web 2.0 (the “participatory” web)

Two major components:

1. Making the web easier to use:
 - Open APIs / RIAs / mashups

2. User-generated content:
 - Wikis
 - Blogs (and mini-blogs)
 - Podcasts
 - Social software
 - Mobile web apps

Web 2.0

- www.crimeindc.com
- www.farecast.com
- docs.google.com
- www.zoho.com
- www.emergeblog.com
- www.mpiweb.org
- www.blogger.com
- www.twitter.com
- www.itunes.com
- www.activematrix.net
- www.myspace.com
- www.secondlife.com
- meetingscollaborative.com
- www.elitemeetings.com
- www.fluevog.com

Top Events Technology Trends

4. Wireless broadband internet is becoming ubiquitous.

Wireless Technology

- Wi-Fi
- Long-Distance Wi-Fi
- WiMax
- EV-DO and Edge

Top Events Technology Trends

3. More mobile/wireless products for the meetings industry

Mobile Applications

www.spotme.com

www.jambo.net

Mobile Phone Applications

www.nokia.com

www.geovecoctor.com

www.visiontree.com

www.bcard.net

www.a2z.net

www.fonekey.net

Spotme

- Networking device
- Message/email management
- Lead exchange
- Audience polling and survey tool
- Live brainstorming device
- Conference agenda/program
- Group announcements
- Interactive maps
- Personal scheduler
- Remote microphone

Top Events Technology Trends

2. Voluntary standards will transform the events industry.

Meeting Specifications: The Old Way

- an endless sea of paper
- translation errors
- planners are reduced to proofreaders
- ever-changing meeting specs



**Meeting Specifications:
The Future: Voluntary Standards**

APEX: Accepted Practices Exchange

- Terminology (*Complete*)
- Contracts
- Meeting & Site Profiles
- Requests for Proposals (RFPs) (*completed*)
- Resumes/Work Orders (*completed*)
- Housing & Registration (*completed*)
- History/Post Event Reports (*complete*)

www.conventionindustry.org

APEX-compliant technology vendors

www.sitevisit.com

www.meetingsites.net

www.certain.com

www.ungerboeck.com

**Top Events Technology
Trends**

- 1. Virtual meetings will not
replace face-to-face
meetings --**

*(but will still play an
important role).*

Virtual Meetings

Tele-immersion

www.telesuite.com

www.hp.com/halo

www.cisco.com/telepresence

www.advanced.org

www.teleportec.com

Resources:

Corbin's Favorites File

www.corbinball.com/bookmarks

Corbin's Article Database

www.corbinball.com/art

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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