



**Technology Trends Transforming Events:  
Are You Ready?**

Corbin Ball, CSP, CMP  
Corbin Ball Associates

Course Notes:  
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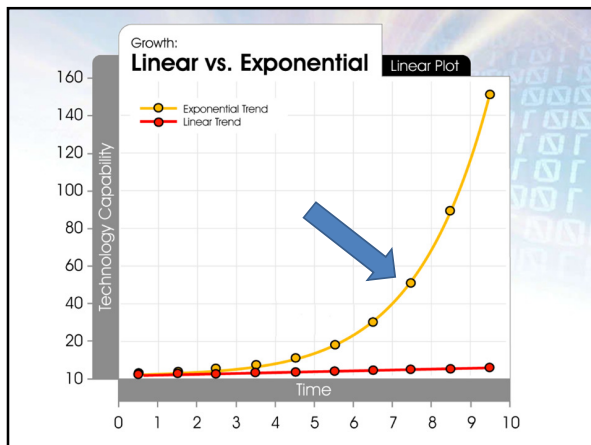
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“Information technologies are doubling their power every year.”



**The Future**  
NEXT EXIT →

-- Ray Kurzweil, *Futurist*, 2011



**Events Technology Trends:**

**Event management software has become web-based...**

**and is becoming faster, cheaper and easier to use!**

**Trends:**

**Web-based Management**

**Benefits:**

- Accessible (24/7 anywhere)
- Standard interface (browser)
- Cross-platform (pc/Mac)
- Limited IT support needed
- Works better with other programs (interoperability)
- Development tools much cheaper and faster
- Total cost of ownership ('freeconomics')

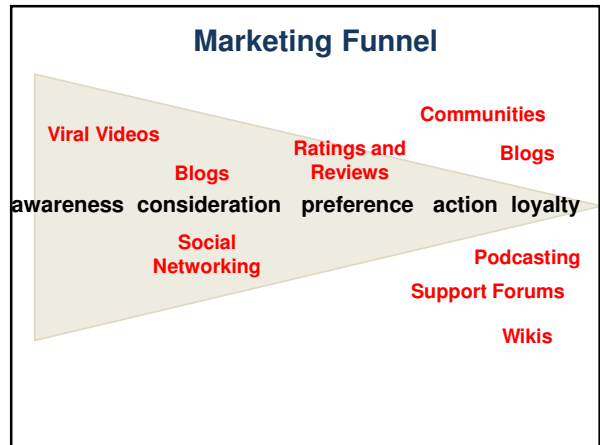
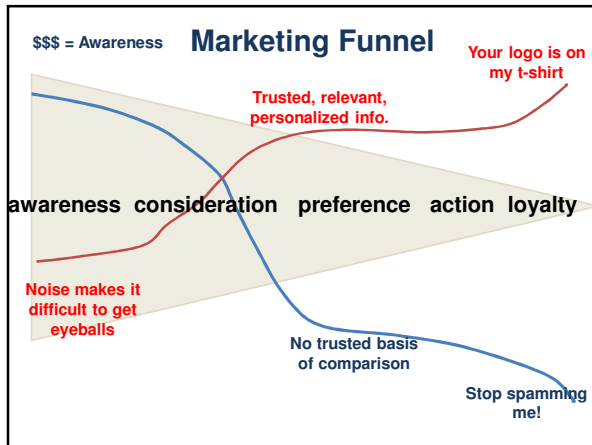
**Web-based Event Management**

- Event Web Sites
- Registration
- Housing/Travel
- Scheduling
- Exhibition Floor Plan & Sales Management
- Customer Relations Management (CRM)
- Project Management

## Web-based Event Management

Open source web sites:  
 wordpress.com  
 joomla.com  
 civicrm.com  
 dthdevelopment.com  
 acsmisiontraining.org

Free web tools:  
 amiando.com  
 eventbrite.com  
 floorplangenie.com

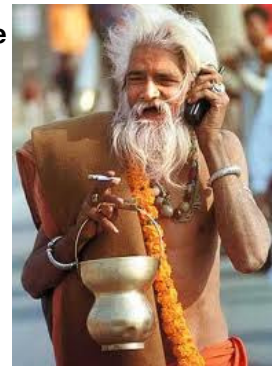


## Events Technology Trends:

**Mobile technology and apps will transform events and tradeshow**

**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 'crossing the chasm' for events:**



**Mobile Applications**

- Destination information
- Networking
- Messaging / group announcements
- Contact exchange
- Way finding
- Surveys
- Audience Polling
- Electronic programs
- Exhibit guides and literature
- Session handouts
- Ticketing
- Membership management


**Resources:**

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 Corbin Ball Associates

**Contact Info:**

**Web:** [www.corbinball.com](http://www.corbinball.com)  
**Blog:** [corbinball.wordpress.com](http://corbinball.wordpress.com)  
**Facebook:** [www.facebook.com/corbin.ball](http://www.facebook.com/corbin.ball)  
**LinkedIn:** [www.linkedin.com/in/corbinball](http://www.linkedin.com/in/corbinball)  
**Twitter:** [www.twitter.com/corbinball](http://www.twitter.com/corbinball)

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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, USA Today, US News and World Report and several 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. Corbin has been named in 2012 as one of "The 25 Most Influential People in the Meetings Industry" by Successful Meetings Magazine, the 5<sup>th</sup> time he has received this award.

Corbin Ball Associates  
506 14th Street  
Bellingham, WA 98225  
Phone: +1.360.734.8756  
Email: [corbin@corbinball.com](mailto:corbin@corbinball.com)  
Web: [www.corbinball.com](http://www.corbinball.com)