


Objectives:

- Understand the important technology trends including Web 2.0, mobile technology, radio frequency identification (RFID), PCs, voluntary standards, using technology to measure ROI and more.
- Gain insight on how they will change our industry dramatically in the next two to three years.
- Learn steps to prepare for these changes to be able to work more efficiently and effectively.
- Learn from each other issues and approaches that will help.



Top Events Technology Trends

4. 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 History

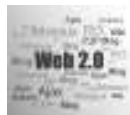
Web 1.0: Static web pages:

**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:
 - Web services
 - Open APIs / RIAs / Mashups
 - RSS
2. User-generated content:
 - Wikis
 - Blogs (and Micro-Blogs)
 - Podcasts
 - Viral Videos
 - Multi-User Virtual Reality
 - Social software
 - Social Review Sites
 - Mobile web apps



Web 2.0

- Mashup/APIs: www.crimeindc.com
- Wikis: www.wikipedia.org
- Wikis: docs.google.com
- Wikis: www.basecamphq.com
- Blogs: www.emergeblog.com
- Blogs: www.blogger.com
- Blogs: technorati.com
- Blogs: event-planning.alltop.com
- Podcasts: www.itunes.com
- Podcasts: www.expopodcast.com
- Viral Videos: www.youtube.com

Web 2.0 - Multi-User Virtual Reality

- www.secondlife.com
- www.digitellinc.com
- www.virtualbeginnings.com
- www.unisfair.com
- www.inxpo.com

Web 2.0 - Social Software

- www.myspace.com
- www.facebook.com
- www.linkedin.com
- www.plaxo.com
- www.twitter.com
- www.tweetdeck.com
- www.crowdvine.com
- www.pathable.com
- www.intronetworks.com

Web 2.0 – Social Review Sites

- www.tripadvisor.com
- www.yelp.com
- www.meetingscollaborative.com
- www.elitemeetings.com

Web 2.0 – Examples

- www.liftconference.com
- www.fluevog.com

Top Events Technology Trends

3. **Wireless broadband internet is becoming ubiquitous.**

Wireless Technology

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

Top Events Technology Trends

- 2. More mobile/wireless products for the meetings industry**

Mobile Applications

- www.spotme.com
- www.jambo.net
- www.nokia.com
- www.geovecoctor.com
- www.visiontree.com
- www.bcard.net
- www.a2z.net
- www.fonekey.net

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
- Course notes for today's presentation:**
www.corbinball.com/assets/trends-ises.pdf

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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