



## DATA AND TECHNOLOGY

### Bandwidth Brouhaha

The never-ending challenge to provide affordable Wi-Fi that satiates the escalating digital appetites of our event guests is – well – never-ending. Join Tanya Lowery, Manager of Meeting Services for the American Academy of Family Physicians, or Brian Scott, CIO of Experient and Paul O’Connel, the Director of Technology Services for the New Orleans Ernest N. Morial Convention Center, for this lively discussion about short-term tactics and long-term strategies for solving our Wi-Fi woes.

- We chose this campfire because attendees expect connectivity and with big buildings, they aren't always satisfied. We want to improve the overall attendee experience and technology is a big factor in that. Also, we'd like to learn more about the inconsistencies between venues.
- Ideas to speed up connections: using different VLANs for separate groups (general, VIP, Staff, etc), put up signs asking attendees to turn off mifis,
- Director of tech from NO convention center: tough to keep anyone connected when they're moving (attendees switching sessions), personal wifi hotspots disrupt facility's wifi, using different channels can help, only 20% of attendees are on at any time (seems VERY low)
- Shows and exhibitors are moving towards mobile solutions and away from built in wifi in facilities because of high costs.
- How much bandwidth does a show need? Work with the venues, calculations can help, 1.5 devices per person, PSAV has a bandwidth calculator on their website, using "burstable" agreements, learning behavior, as facilities bring in DAS for cell service, bandwidth needs will drop, apps won't really affect performance as long as everyone isn't downloading them at once, wifi strength is not just affected by distance but also by number of users on a network
- Where do Internet costs go: infrastructure, upgrades,
- Working with venues: let them know exactly what you need, it is possible to max out current technology in any venue (large general sessions), ask for histories of bandwidth usage and number of devices,
- Technology is changing so fast, it's almost impossible to work in tech specific clauses in rental agreements years in advance.

## Content is King

Successfully engaging desired audiences through technology involves developing a targeted approach that delivers the right content at the right time. Join Tracie Gildehaus, Senior Director of Innovation and Growth for Maritz, for this discussion about developing and implementing content strategies that consistently engage targeted audiences.

- Content is king.
- Standing out is critical in digital world. We've been rewired. Technology is permeating every aspect of our lives and social media and digital publishing tools have only ushered in these shifts at neck breaking speeds.
- Cutting through the sea of internet clutter and competing brands, understanding your target audience and identifying the appropriate digital channel is what diversifies your company and enables you to stand out.
- Tradition segmentation is old.
- Tribes and communities of interest is the new "segmentation" offering vast, rich and deep understanding of what is important. This reveals how people "self-identify" and new ways of informing you content strategy.

## Mobile Apps RFP

Determining needs and goals, and crafting a good RFP are key to landing on a mobile app solution that's best for your organization and events. Dahlia El Gazzar, CEO of The Meeting Pool, leads this discussion about how to ask the right questions to get the right tools when it comes to finding a mobile app solution that best fits your needs.

Major conference - 2000

Mainly

Non-profits

Sports park

11-40

Control the content

They have their own instead

Kelly

Annual 1800 3 years

Presentations

Registration and housing APIs to mobile apps

Unified experience

PCI compliant

Track and understand behaviors at events

Year round app

Events

Social media

Profiles for like-minded people

More on the discussion forum and social media side - more attendee engagement

Procurement  
RFP digital marketing firm

Have the tech companies help with adoption of usage and marketing with exhibitors, sponsors and attendees

Let them give you marketing kits

Session tracking and education

Data security

### Networking for the Non-Social Attendee

Networking is a major part of every event, but many attendees don't have the skills or desire to make the most of their opportunities to connect with others during events. Tess Vismale, Tech & Social Media Coach for The Meeting Pool, leads this interactive session to help organizers enact creative methods to use technology and apps to better engage a wider group of attendees, even at the senior level!

- Very different goals. Some have attendees who are non-social and introverted. Others looking for ways to use technology for networking.
- Gamification was discussed as a way to draw people out who don't want to engage. Another idea is an Instagram contest during the meeting. It doesn't have to be competitive just fun.
- The app can be used to connect people pre meeting. Award points for various stages of connecting and award prizes.
- REFRESH is social media that may be good to connect people. Right now it is only available through Apple.
- Not all people know the value of the conference app. Need to educate people about it not just send it out.
- Genius Bar during the conference is another good way to encourage interaction and education. Use multi generations at the Genius Bar.
- Use staff and board members and stage them at functions to help engage unsocial people.
  - Using the technology in the engage app to "find" someone near them which we demonstrated at e4.
  - Using local host committee members as a way to draw people out,
- Using fun ribbons on name badges is creative way to engage people. Use at your opening or networking reception.
- Ask your attendees how they want a function or the meeting program to look. Can't be a one size fits all plan. That is more effort and time on the part of the organizer but will pay off on more engaged attendees.

## Packaging Post-Online Event Content

One of the greatest values of online events is the ability to curate and post the content for participants, and sometimes non-participants, to access post-event. Victoria Fanning, Director of Online Conferences and Events for EDUCAUSE, leads a discussion about how online content is being packaged for post-event consumption.

Questions around what to do with content that has been captured. Can they put it online now to generate additional revenue?

The suggestions include:

- Create a strategic association team that has objectives and goals in place before you capture the content. Do you want to increase f2f session numbers or generate revenue or pull in a new audience?

Packaging content ideas

- Sell individuals sessions... Not always great.
- Selling it as an add on package to the regular f2f audience
- Selling it to the people who weren't able to attend f2f (you may find this is actually a completely different audience... They may never be able to attend f2f.)

Other ideas:

- Create a best of series, a completely new event
- Create a new event based on a certain theme that includes white papers, webinars, sessions, recordings, etc

Think about selling content to teams. A good bang for the buck. Add a hosting and facilitating kit for people who want to create their own events.