# e4 2015 Express Cafes

## DATA AND TECHNOLOGY

### Data Dump: Measuring What's Important

Event profs can be "treated" to a host of data that may or may not be mission critical to their organizational metrics and goals, and it's often not standardized in terms of how and what data is being collected. Jennifer Walsh and James Wallace, Manager of Strategic Sourcing and Director of Strategic Account Management, lead this café to discover what data is most important and how it can be best presented.

**Notes:**

- Began asking why the clients came of interest to this topic. How to pull data to find demographic information. Develop persona and what data is important.
- What questions to ask
- Silos in organization
- What to do with it
- Attendee satisfaction
- ROI
- Positive - cross functional team meets once a month to discuss.
- Surveys information
- Collect daily at meeting.
- Collaborate more with individual attendee
- Attendees are stakeholders
- Dashboard format
- Event trio is a company that helps
- Beacons- disclaimer cost effective new
- Trimming down what Data is being asked.
- Changes made recently, look at Registration demographic questions.
- Idea- post show 2 hour debrief to review surveys
- Survey person dedicated to this process with all internal stakeholders- Marketing
- Must come for leadership to drive,

## Apps and Solutions for the Remote Office

More organizations than ever allow their employees the freedom of a remote office, but technology is often the most difficult part of the equation, sometimes causing disconnects that result in inefficiencies and frustrations. Join Tara Thomas, Co-Founder and CMO of The Meeting Pool, to discuss apps and other solutions that make remote offices feel closer to HQ than ever.

**Notes:**

- Accessing data and sharing information.
- Remote access to files needed. Use team viewer, like PC Anywhere.
- Can be used for remote access by technology support as well as accessing your computer files away from the office or home. Ideal for keeping large files on a desktop and getting to what you need remotely.
- Cloud server, shared drive, mostly for companies.
- Drop box is better, but was not very secure. Still may not be very secure. Instead use BOX. Allows better organization of shared files. Is a charge. They have a $9.99 option but not publicized, have to call and ask for it. BOX is now HIPAA compliant. Dropbox not very easy to organize. Box preferred for multi users accessing same info, and can see only the files the administrator designates. Emulates windows environment.
- Solutions for independent planners versus company servers.
- Slack is a collaboration tool. Has direct and group channels. You can throw a file into it, message a person privately, or to the entire group. Meant to help manage email. Have a direct channel for each team you want to manage.
- Asana is project management tool. Smart sheet for excel users.
- Is there an app that can help an independent planner   Manage various projects into one app?  Not really except use slack to manage links to the other clients' communication systems.
- Communicating with remote teams... Remote terminal servers, share point, using file sharing in cloud vs. dedicated server.
- Looking for calendar app to see multiple things going on, keeping employee schedules vs. project calendars. Basecamp has a calendar. iCloud calendar is also available. Sunrise is an app that helps manage multiple calendars and share them. Every project gets its own base camp calendar. Easy to use and can share with clients.
- Challenge with managing executives when they are in multiple places. Base camp is not. Eat for that. Facilitator will look into managing multiple calendars and get back to us.
- Event manager software enterprise event management software. Not very collaborative. Planning pod is an option. Has a seating component and some floor planning.
- Communication phone calls remotely...noises from home environment. Combat with Live Minutes has conference call abilities and everyone can contribute to the common board. Free conference call.com. Personal conf calling using AT&T. Cisco has a conference call kit that is reasonable. UBER conference call is reasonable.
- Go to meeting has video sharing. On 24 is another one for video calling. WEBX is another one. Can record it. Join.me is for independents is about $99 per year. Great for iPad conference calls. Audio is great. Can share window, desktop, change the presenter. Go to meeting and WEBX are best for big meetings. Webinar also. Careful about adobe flash components as doesn't work on Apple devices.

- Issues where remote person can't download until administrator allows it.  Check with IT to make sure it's been vetted.  Be careful as shared files can be vulnerable to malware.
- Use virus protection with shared files uploaded to drop box like McAfee and Avast.  With Avast have to give permissions to apps you want to use.  Box is a little tighter but when collaborating be careful to check for viruses.
- Password wallet, dash lane are password managers for online password management.

## Metrics and Pricing
With adjacent costs continuing to rise, attendees and exhibitors being increasingly cost aware, and a need to gain more net revenue from events, how can organizers raise prices and successfully sell them to their audiences? Amy Graham, President of the Texas Nursery and Landscape Association, leads this discussion about how to determine pricing for booths and registration, including what should be measured and how to sell increases.

**Notes:**
- How do you deal with price sensitive attendees & exhibitors - Especially when comparing across like industry?
- Not fair to compare just booth costs across industry because still need certain $ to put on the event ( example drayage)
- Plus not apples to apples on only booth cost
- Member vs. non-member - both had increases but members was lower increase then nonmembers
- Specialized packages for exhibitor to customized to their needs