EVENT TECHNOLOGY REPORT
EM DOWNLOADS THE INDUSTRY'S TOP TECH TOOLS
THIS MONTH: SIX TOOLS TO GET ON YOUR RADAR BEFORE 2013

Every conversation in the event marketing industry eventually comes around to technology. You want to know what tools are out there to make your jobs easier, make your programs more successful and most crucially, make your target consumers love you the most. We have heard your clarion calls for help and now, with this monthly series, EM's own Ken Briodagh will collect and codify the hottest, newest, most interesting, best (and sometimes worst) technological doohickeys available to you. We'll even rate them for you on a scale of 👍 ("Skip it") to 👍👍👍👍👍 ("Do it now").

GuppyPOD

Photo activation is liberated and a kiosk has done it. GuppyPOD allows consumers to control the photo activations, and I'll tell you how, but first, the Facts:

Who: Catch the Moment

Key feature: Consumers take the photos they want, at your events, with their own devices.

Why you care: Because a consumer who chooses the shot is more likely to want to keep and remember the experience you gave them.

How much: A one-day, one-time rental is less than $5,000 and leasing options begin at $1,000 per month for a one-year lease. You can also buy.

What it is: In short, it's a tabletop kiosk with a built-in tablet and photo printer. The process is super-easy: Consumers shoot a photo with their smartphones and post it to social media using your event's hashtag. The photo gets automatically bordered with branding and printed at the kiosk and consumers pick it up and then post it all over the web.

Website: guppypod.com

Score: 👍👍👍👍👍 I've been waiting for a solid solution to consumer-generated photo activation for *years*, and this is the first one I've seen that works. Love.

CoatChex

"Wait," you say, "Coat check tech? Seriously?" Yeah, that's right, and you need to know about this one. I'll tell you why, but first, the Facts:

Who: CoatChex is an Indianapolis-based startup and its hungry.

Key feature: Digital data collection via a modular coat check station.

How much: It depends largely upon what you want, but $1,500 isn't going to be too far off the mark.

What it is: Well, attendees' coats are always going to be a problem. It's cold outside and the coats are bulky, and, in the old days, a coat check station was a huge pain in the ass. Not anymore. The digital CoatChex system requires a one-time registration for each guest and a photo to match them to their coats. The event host then has the data collected, the consumer always gets the right coat and everyone goes home happy.

Website: coatchex.com

Score: 👍👍👍👍 So simple and smart, we wish we'd thought of it.

SnapApp

People love games. And quizzes. And SnapApp wants to help you make exciting dynamic games and polls for your fans at your next event. I'll hook you up with some details, but first, the Facts:

What it is: A simple-to-use tool for creating audience interactivity.

Why you care: Because everyone loves a challenge. And if you offer one that's fun, exciting and endemic to your brand, *you* can win the real prizes.

Cost: This is kind of a tough one. To pay per campaign, it'll run you $250 a month. For unlimited deployments, it's more like $1,000 per month.

What you can do: Basically anything you can think of in the audience response and involvement arena, from sweepstakes and polls to social integration and publishing options.

Website: snapapp.com

Score: 👍👍👍👍👍 Here's the thing: SnapApp makes anything possible in its genre, but you gotta pay through the nose. And free tools are out there to do a lot of this, if not as well. Food for thought.

MOVE

Here's a long-overdue leap forward in virtual event technology. MOVE, or Mobile Virtual Environment, is finally here. I'll fill you in, but first, the Facts:

Who: ON24

What it is: Basically, MOVE means that ON24 can now detect what device a virtual attendee uses to access an environment, and adjusts the display to match.

Why you care: Any virtual attendee will tell you that the visual is everything in a virtual environment, and with all the tablets and mobile devices out there these days, getting that right with an automatic plugin is a huge plus.

Cost: Irrelevant, really. It's an improved functionality built into ON24's existing product platforms.

Website: on24.com

Score: 👍👍👍👍👍 MOVE is awesome right now, but it's also something that should be common sense. I hope this isn't even worth mentioning soon.

EventSpot

This one is a more generalized tool in that it is designed to take an event program from registration to exit survey. It's a dashboard with just a dash of revenue generation. I'll let you know how, but first, the Facts:

Who: Constant Contact

Key feature: ProPay, an integrated payment solution that allows prospective attendees to make mobile online credit card payments. Impulse buys suddenly become possible.

Why you care: Well, the draw here is obvious. EventSpot can help promote, organize and populate your next event, and now, it can help attendees pay for it, too.

Cost: A monthly sliding scale based on how many events you do. One is just $20 per month, and more than 40 events will only hit you for $150 per month.

Website: constantcontact.com/eventspot/index.jsp

Score: 👍👍👍👍👍 It's well priced, backed by a reliable vendor, helps you make bank and makes customers' lives easy.

SponsorHub

SponsorHub is an online marketplace designed to connect events with interested sponsors. It's a matchmaker of sorts for those of you looking to fund a new property with some big sponsorships and those of you looking to spend some dough. There's more to tell, but first, the Facts:

Why you care: It's so easy, we can't believe you're not already doing it. Host an event, get a sponsor. Done and Done. Find an event, be a sponsor. Write a check. Simple.

Cost: Pricing works two ways. Sponsors pay a nominal transaction fee when they sign up for an event. Event hosts can pay $100 or $250 a month, depending on the features they need and the number of events they plan to list.

Cool feature: Built-in audience measurement and targeting. Oh, and access to targeted customers and higher ROI for event sponsors and better monetization for event producers.

Website: sponsorhub.com

Score: 👍👍👍👍👍 It's cool and innovative and we love the democratizing influence it could have on the handshake-heavy sponsorship world, but it's pretty new and there aren't very many big-time players on the field yet, so I'll hedge my bets and wait and see. –K.B.