



EVENT TECHNOLOGY REPORT

EM DOWNLOADS THE INDUSTRY'S TOP TECH TOOLS

THIS MONTH: THE STARTUPS YOU NEED TO KNOW ABOUT FROM SXSW



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 doohickies available to you.

For this month's installment, EM's been to SXSW and brought back some of the top interactive startups you'll want to have on your radar this year.



Peer Index

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Want to know how influential you are on social media? Peer Index is here to help. This service is seeking to democratize online influence ratings. It believes that everyone is influential in some field or circle of consumers. It incentivizes people to join the database with discounts for products through brand partners like Ford, Guinness and Reebok dependent upon each person's score. The higher the score, the better the discount. The ratings are determined through graph theory and weighted by 300 different topics and markets. Brands can tap into that for social influencer market research.

Luminoso

Out of the MIT research labs comes Luminoso, a computer that can not only read, but also understand. It is designed to find and recognize trends in social media, narrative data, consumer surveys and other anecdotal marketing intelligence. It uses its natural language info-graph to parse search terms and blocks of text for real sentiment trends about a given topic, brand or event. If this works like they say it does (and it appears to), you can all forget about having to read (or pretend to read) endless surveys, and still get measurable sentiment data you can use.



1World Online

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Market research is not very sexy, but it is required. Now, however, thanks to 1World Online, there's a new way to go about it. The service is developing networks of experts and consumers and polling them on topics ranging from politics to consumer goods. The experts outline opinions on the two sides of any poll question and the database of consumers then vote on them, picking sides on all the issues. The whole process for developing results is based in hard statistical science, but grows out of crowdsourcing the opinions across as many demographics as possible. That will allow broad trends and hyper-specific preferences to come out of the data. Interested?

Visual.ly

You've heard of these guys before, probably. They make infographics for data visualizations. What many people don't know is that they'll do it to order, so Visual.ly hit SXSW to get the word out. They'll handle everything from design to coding to research, or any combination of the above you want. You can basically give them a topic and let them handle the rest. So, for your infographic needs, consider full-service.



Nestivity

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Trying to figure out how to control the firehose on your Twitter feed? Not convinced a hashtag or search is really doing it for you, or your followers? Well, Nestivity says it's here to help.

This startup takes a brand's Twitter handle and turns the followers into a community. Incoming and outgoing tweets are divided into relevant topic areas on the Nestivity page, like a news site. Members of the community (read: followers) can post directly to the page to share experiences, post ideas and suggestions and ask questions. Talk about crowdsourcing your communications.

Party Tapper

Throwing an event or a party? How about a mobile tour? If you'd like to increase your reach, and find a way to integrate social media with a live stream, Party Tapper might be a good fit. It can bring the party to all of your fans through your event's custom microsite. The site has a live stream of the events, and relevant social feeds. Viewers can even request songs from

the dj, if you want 'em to. They'll wish they were there, tweet and post about it, and maybe, hit the next party on your schedule.

MARS

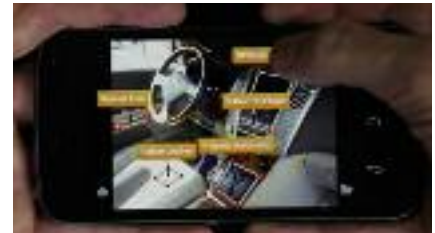
(Mobile Augmented Reality Systems)

Finally! Augmented Reality that is also cool. The MARS project by PAR Works doesn't rely on QR codes, bar codes or NFC to trigger. A user can scan any product with a mobile phone, and the software will recognize it. So, a quick scan of a bag of Doritos or a Pop-Tart or even a Ford Focus will enable the brand to immediately serve up coupons and special offers while the consumer is looking at the product. We think you folks at Frito-Lay, Kellogg's and Ford (and everyone else) should take a long, hard look at how you can use this. 📱

—Kenneth Briodagh



Party Tapper



MARS



experiential tours
& equipment

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experiential tours and
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