



Igniting Conversations and Boosting Networking

It's Not Just About the Food

Studies continuously confirm that the two main motivators of event attendance are education and networking. Attendees are trying to improve themselves by getting an edge in their chosen field and rubbing shoulders with people who can potentially help them. This highlights the importance of providing an environment that nurtures quality encounters and encourages people to achieve their goals. While there are many different types of events, be it conferences, trade shows or exhibitions, all have some common themes and addressing them is the key to a successful event.

Your first chance to engage

For the attendee, the event experience begins at registration. This isn't just a technicality but an opportunity to begin a dialogue. Engage with your visitor and set the tone for what they can expect. Most events have the option of pre-registration on the internet; you can use this to get feedback and of course begin the discussion before people even get to the show room floor.

Some questions to ask yourself:

- Do you ask for participant input (surveys, session registration, etc.)?

While this can often focus on profiling for matchmaking, it shows attendees that their opinion matters and you will do everything you can to provide an environment that helps them achieve their objectives.

- Do you offer services that help the participant meet their objectives (match-making, meeting scheduling, exhibitor highlights)?

The types of services provided indicates to the participant the nature of the event. If you are offering matchmaking, it signals that you are committed to helping them meet the most relevant people.

Driving behavior and engaging with your participants

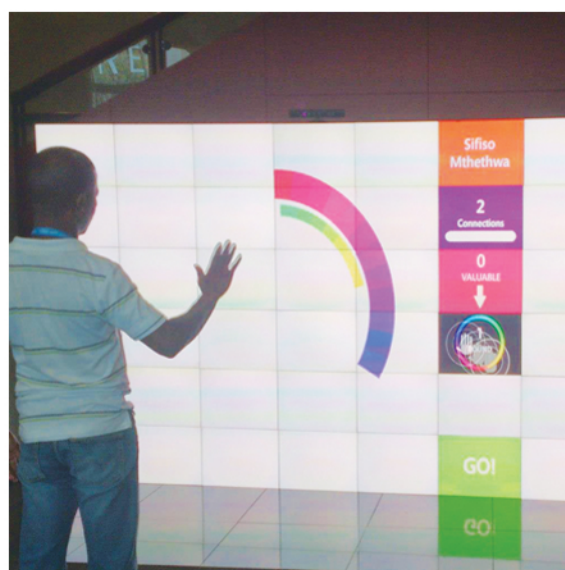
Set objectives for your activities.

What are your participants trying to achieve?

What do they want to walk away with?

Can you provide activities that are helping them achieve their aims?

For example, some organizers will include an element of gamification, such as a digital scavenger hunt into their event. But it can also be taken further by integrating the game with a wider set of objectives relevant to the attendee. What about a scavenger hunt that encourages people to collect documents that align with their needs, or to visit certain locations or booths that encourage meetings with people who can help them.



On the other hand, some events will benefit from a more novel approach to incentivizing behavior, as it relates back to the objectives of the event and attendees. For example, a Client may wish to spice up an experience that has traditionally been dry and lacked attendee engagement. This is a chance to be creative.

On the exhibition floor

It's all about the buyers and sellers. What tools are you providing that encourage this relationship? The inviting and interactive nature of digital tools mean they can offer a great way to drive the right kind of behavior and nurture the interactions between buyers and sellers. But beware, while mobile can be effective in this space, it's important to be careful that you are not hindering interactions, as attendees staring at their phone screens doesn't exactly help them meet people.

Collecting information and documents is a great conversation starter. It's an effective way to see how people are engaging with material and sets a social example for others to follow. It also establishes a common interest.

Here repetition is key. Behavior is learned and studies show that events which repeatedly apply core elements of their digital event strategy, be it NFC devices, mobile, RFID, etc, increase networking and engagement exponentially year after year. In the modern event space, a digital strategy should be considered central to providing the right type of experience.

When the dust has settled

Nothing can connect you with others like face to face, but don't forget post event follow up. This is another opportunity to provide a service and continue the conversation. Attendees still have goals, and providing the tools which help them in achieving their goals will have them coming back for the next event instalment.

An event Web portal is a platform that not only provides a hub for pre and in-event engagement, but also post event. They can serve as a cache for event and exhibitor information, and in some cases, portals are complete with lead management tools, assuring attendees return

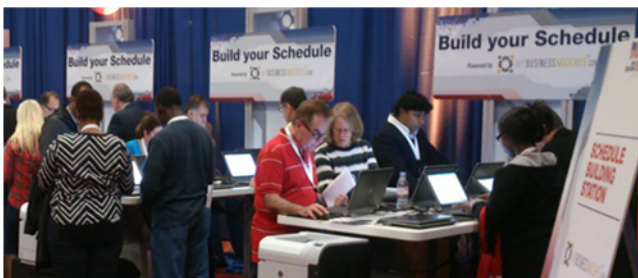


and benefit further from your event features. From an organizers perspective, such web portals can gather valuable metrics and data that give insight into attendee behavior. Review what has worked, what hasn't, and most importantly, why.

Next time your event is in full swing, everyone will be seeing the benefits.

Let's look at some success stories!

Boosting meetings with the US Department of Veteran Affairs



Providing an engaging atmosphere and nurturing quality meetings for veteran owned small businesses are the main objectives of the US Department of Veteran Affairs, and its annual expos. Before arriving, attendees are encouraged to use an online match-making tool to find the best matches to their business needs.

Each attendee walks away with a personal event agenda, filled with targeted sessions and meetings.

For the past 3 years, Poken has been tasked with ensuring that before they set foot on the show floor, attendees know they are in for a valuable experience.

To monitor meeting attendance and provide assistance in real-time, at this past year's event Poken deployed over 300 real-time Touchpoints: a small NFC & iBeacon device placed at every meeting location. Each attendee was issued a Poken USB device along with their badge, so they could check into every meeting by touching it to the real-time Touchpoint.

This information was sent instantly to a control room, and monitored with an automated process. The personal Poken USB devices allowed attendees to collect digital presentations and share contact information, maximizing the networking potential and "green" credentials of the event, and adding another element of engagement.

More than a game



The International Olympic Committee used the Poken Event Platform in its past two editions in Innsbruck 2012 and Nanjing 2014. The objective was mainly to drive behavior at this event, where athletes are not only meant to compete but also learn by attending any of the 80+ workshops.

The IOC's mandate is to educate the young athletes and help them in their career progression: In addition to competing, The Youth Olympic Games offer a chance for aspiring athletes to learn about drugs, sportsmanship, "how to talk to the Press", how to build their "Athlete's career path", and many more topics. By adding a gaming element to the event, Poken helped the IOC boost attendance at all workshops. Athletes could collect achievement points by attending, checking in through Poken's NFC / iBeacon Touchpoint technology.

What EASL prescribes for a successful event



For the second consecutive year, Poken catered to the International Liver Congress (ILC), as more than 10'000 international doctors & industry professionals gathered at the ExCel Center in London.

Their objective: to network and discover the latest industry trends by attending talks and visiting the exhibition floor. Poken's event tools were used to facilitate networking and digital document exchange; a core service aimed at helping everyone get the most out of the event. One part of the multi-faceted approach was the creation of the doctor, surgeon and nurse collectible USB caps. With over 111'000 business cards exchanged and exhibitors collecting an average of 500+ leads, Poken has helped boost the event's value for exhibitors and visitors alike.

A green networking event with Johnson & Johnson

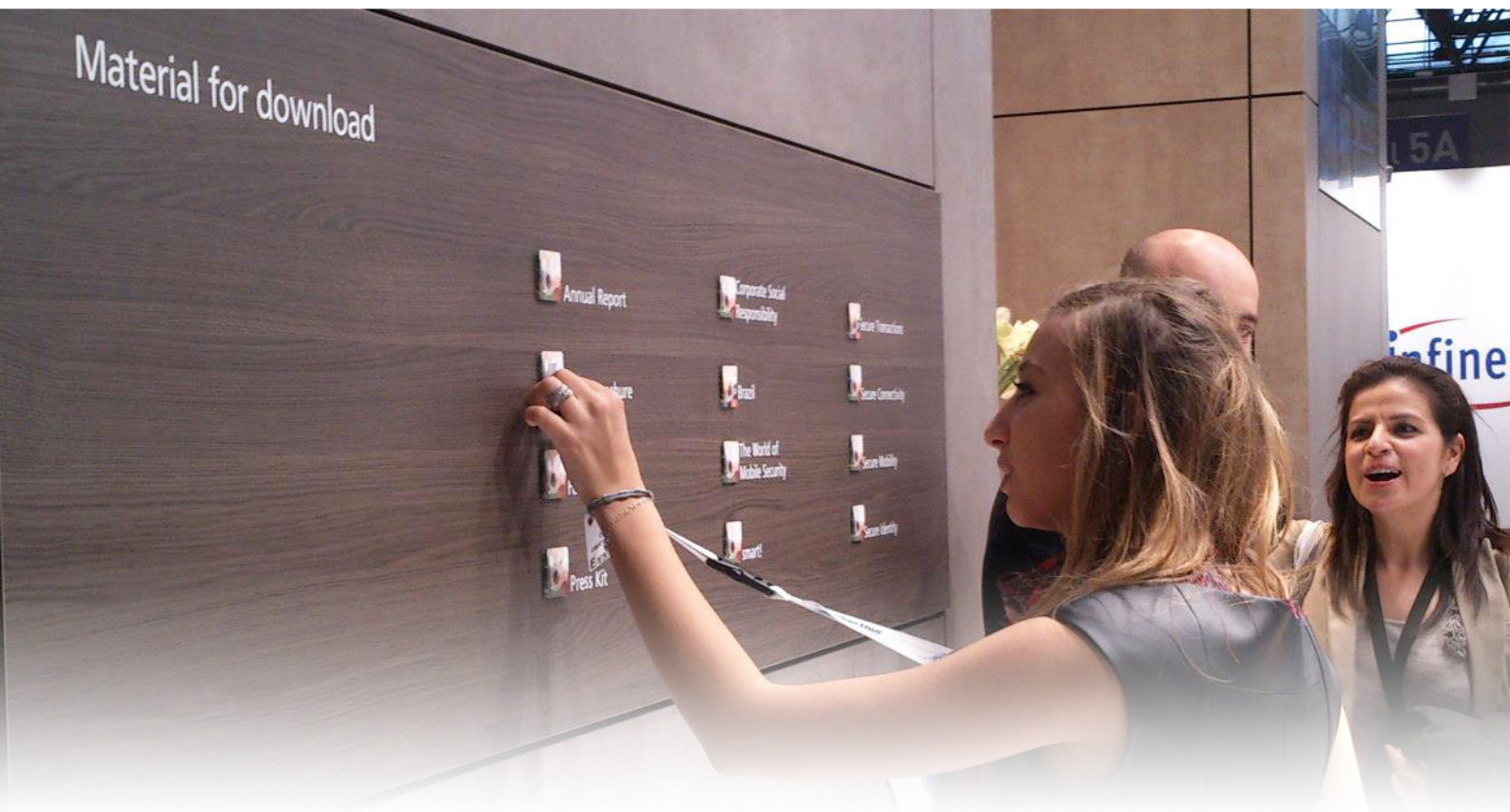
The Radisson Blu hotel came alive at the HIVEe event in Nice, France. The aim of event organizer, Johnson and Johnson, was to encourage networking and promote sustainability, by using Touchpoints for the circulation of digital information related to their event workshops.

To create a buzz before the event, J&J used the online web portal, which contained the agenda and event details. Each week, additional content was added, so that attendees always had the freshest information, and remained excited.

Each workshop had content available afterwards: Workshop notes, presentations, and information sheets. J&J also wanted to collect feedback from the attendees.

Each workshop had polling questions that could be answered by touching poken to Touchpoints. Not only did participants make some great connections and collect a lot of useful information in an ecologically friendly way, but our client J&J was able to learn a lot from their attendees.

“Really great results – comprehensive, and useful.” - J&J.



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