

Speed Briefing



the untold benefits of
greening your event



Everyone loves being green

Even though event organizers are increasingly looking at ways to reduce their environmental impact, the motivations for doing so often don't extend beyond the environmental benefits.

This speed briefing takes a look at some of the overlooked positives of paperless events, and why making sustainability a focus in your planning process will also have a huge impact on other key areas.



Cost of Printing

When you think of \$1 to \$5 per brochure, have you factored the number of brochures that actually get read? What is the true cost per reader? It's likely to be 5 to 10 times higher. The cost of paper has gone up regularly over the past decade, while its effectiveness in passing a message has gone down.

Transportation

It contributes heavily to your printed collateral costs, but is often a hidden cost (both environmental and economical). How much did you pay to have your last carton of brochures delivered to the congress? And did you ship the remains back to your office as well?

Some event venues charge drayage fees of \$100 or more per carton to be brought to your booth by a union worker. Factor that in, and you will see the real cost of those hand-outs.

Recycling

If you are organizing an event, you've probably already been hit by the shock of those post-event costs. If you've attended a conference or a trade show, you've seen the waste: Brochures, flyers and catalogs strewn all over the aisles. Guess who pays to haul that away – it's calculated into your ticket fees. The sad truth is that it is not uncommon to see 18-wheelers hauling paper waste from large trade shows.

Metrics

Relevant and actionable **Metrics** await you when you digitalize your marketing approach. Have you ever watched as a nameless person walked away with your brochure? Do you know where it ended up? There's a strong chance it never even left the city where you handed it out, as most people don't haul the paper weight on the plane. Going paperless also means going digital and making every digital document work for you, as you know exactly who collected what, where and when.

The ability to measure what is happening within your market gives you the ability to learn and adapt.

Share, Send, and Spread

All those "S"-words sound great. Why? Because there are no additional costs involved in getting your material dispersed past the initial person who collected it. And they can easily send it out to whomever they feel will be most interested in it. Paper documents completely miss out on the spread!



Last Minute Edits

Did you know that with digital content you can edit any mistakes or update the documents you've handed out, even after the fact? Digital content stored online in a CMS (Content Management System) allows you to track who got it, and make sure they have the most up-to-date version of your document, any time they look at it.

Planning

What are the operational marketing costs of simple yet critical tasks supporting your paper-bound activities: Who plans the number of brochures to print for each of your products? How many of each language should you haul thousands of miles to the exhibition? Could you save human resources by going digital?

Enhance your Brand

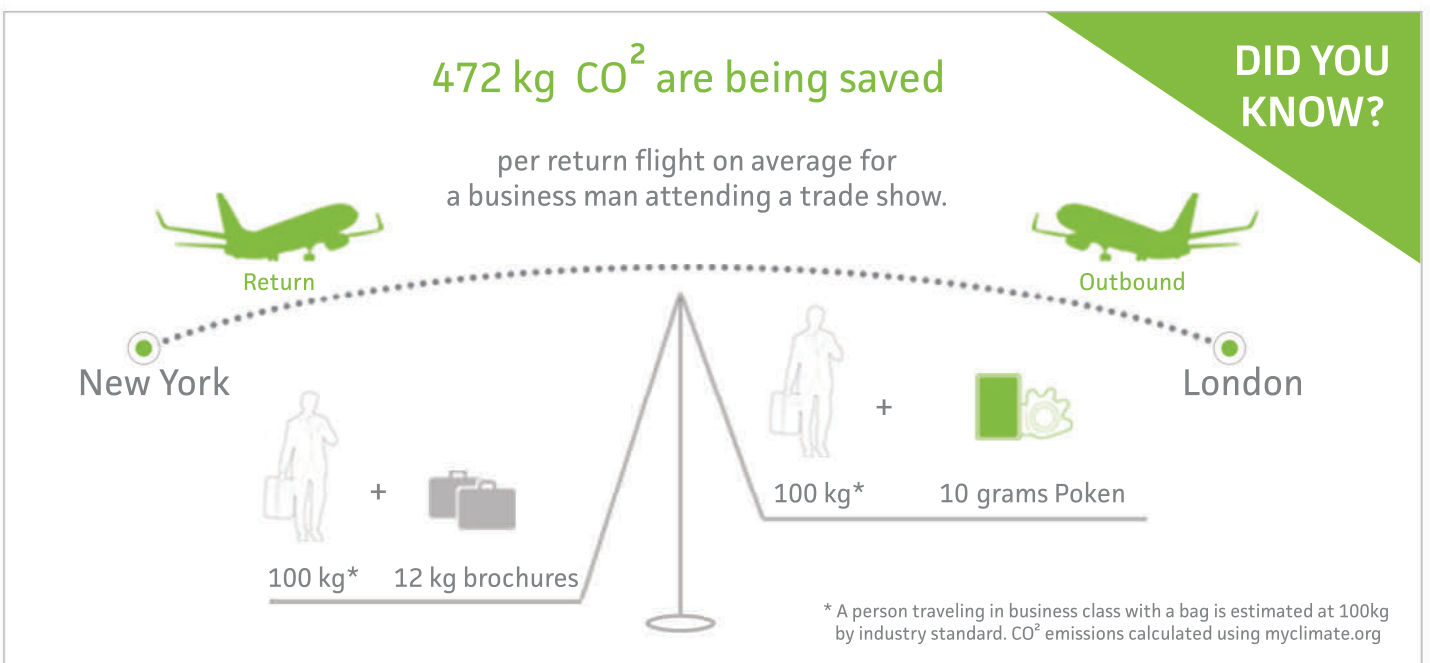
Increase your competitive advantage. Being green is simply put one of the most cost-effective ways to improve your company image, leading right down to enhanced employee satisfaction and customer retention. These benefits and more are felt by technologically adventurous customers daily. At Poken we take pride in helping you engage your customers, raise your bottom line, grow your brand and of course make a green choice.

Eliminate Stress

The stress caused by shipping delays and forgotten prints is something we could all do without. Combine this with the critical eyes of your Product team, if the tiniest mistake were to find its way onto a document that has been printed in the thousands.

Think Customer

Does your customer (trade show visitor, conference attendee, etc.) want to carry around a big bag full of brochures and catalogs? Definitely not. The ability to move freely without being burdened down creates a much more enjoyable environment for attendees, and frees them up for other key activities such as networking.



Case study

AMEX Supplier Trade Show saves 135 Trees, with a touch

MaxVantage, a joint venture between Maritz and American Express Meetings & Events, is the world's largest events management company. 1000+ meeting and event planners gathered in Dallas (TX) on October 26-28, for a 3-day internal trade-show. This event provided the opportunity to visit and connect with over 100 suppliers, ranging from Visitor and Convention Bureaus from destination sites worldwide, to hotels, catering services, event-focused medical care providers, and event technology companies. The objective: to go completely paperless, while still encouraging networking and exhibitor marketing efforts.



The solution

At registration, visitors were provided with a small USB poken device that enables them to collect rich media digitally, which the exhibitors had uploaded to NFC Touchpoints, using Poken's online content management tools.

Over the 2 days of intense networking, more than 204'000 digital business-cards were exchanged. 36'000 digital marketing packs, equaling more than 1'000'000 sheets of paper, were collected at supplier booths by the AMEX trade-show visitors.

The result

“This is amazing. It's the first trade-show where [as an exhibitor] I was asked to simplify my preparation work and save costs by not bringing any paper flyers, brochures, or business cards. The organizers wanted us all to improve information flow and be “green” by going digital, asking us to prepare all our marketing documents in digital format. No paper allowed! The visitors could pick up our brochures by touching tags on our booth.”

“After the show we received the best analytics and lead generation report we've ever seen. We can follow up with every person who picked up our brochures, we know what interested them, and which of our sales and marketing staff they met on the booth” - Exhibitor.

Meet the technology that enables you to go paperless

Poken interactive USB device

Imagine a digital, interactive USB stick that streamlines the process of information collection by allowing people to collect the information they want by touch. Poken has created such a device. The interactive USB stick (or as we call it a 'poken'), not only collects marketing information, but contains your contact information, and so doubles as a vital networking tool.



Touchpoints

Think digital sticker that exhibitors and organizers can upload all their information onto. Attendees can then collect digital brochures, videos, slides or any digital media, simply by touching their poken interactive USB or mobile. The information is also collected on the device, allowing exhibitors and exhibitors get first hand insight into how has collected their information, and what is happening in the industry.



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Mobile Event Apps

A staple digital element in the modern event organizers portfolio, mobile event apps give attendees a plethora of digital information that can increase the engagement and extend the lifetime of your event.



Digital posters

Takes the traditional format of speaker posters to the next level by creating a digital viewing experience.



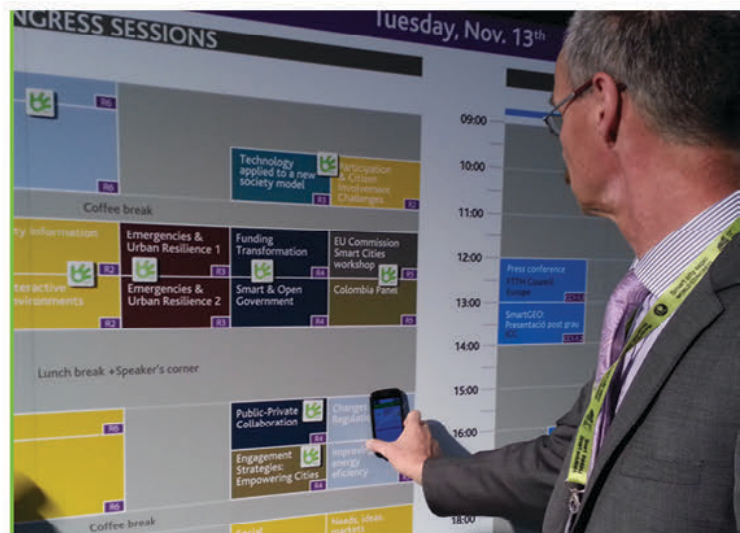
Event Web Portal

At the center of every digital event solution is a web portal. This not only acts as a base to communicate important event information to attendees, but acts as a hub for event community. Create the event you want by customizing the features to your event objectives.



Interactive information stations and walls

An interactive structure that nurtures engagement by sharing digital information such as programmes and session times, maps and speaker biographies on site. Or why not create a truly unique experience? By working with your digital event partner, you can create a digital experience that helps you achieve your event objectives, however grand your vision may be.



Meet Poken

Poken is revolutionizing the event industry with its innovative and simple solutions that reduce waste, get unprecedented insight into people's interests, and boost engagement. www.poken.com

Winner of the Green Meeting Industry Council NCC Sustainable Event Supplier of the Year Award for 2015.

