

# Event 2021

**PROSCENIUM** is 5 years old this year! So that led us to ask, “What will a live event look, sound and feel like 5 years from now?” As one of the world’s premiere live events agencies, we are proud that we have been able to help companies like *Harley-Davidson®*, *Heineken*, *JetBlue*, *Lowe’s*, *T-Mobile*, *TD Ameritrade*, *Walmart*, and *Yahoo!* perform since we opened in 2011. Cheers to that!



Sure, it's time to celebrate the past, but for us it is always time to look forward. A lot has happened in the last 5 years, and one thing is more certain than ever, that a lot will change in the next 5 years.

We launched our company on Wednesday June 8th, 2011. So let's just give a little context: back then no one in events was using Instagram. The app was 9 months old, and only a few 14 year olds had heard of it. And certainly no corporation was using it for events. The iPad was just over a year old (seems longer, right!) and on the App Store you could download something called Angry Birds to play. People thought 4K was a new retirement fund, and you still had to look at a printed agenda rather than your iPhone for where and when the next session was to be held. Unless you were U2 you couldn't afford 5mm video LED screens, and 3.4mm LED was still about 3 years away from being on the rental market. Periscope was exactly that: a periscope. Now, just over a year from its launch, its users have created over 200 million broadcasts.

It is not only change itself, but the speed of change that is fascinating and exciting. We believe that the audience of the future will demand expert curation, customisation, and convenience; so we thought we would take a look at what a live event might feel like 5 years from now:

## IT'S JUNE 2021

and my wireless earbud beeps alerting me to an unread message on Slick (does so much more than Slack). My Construction Industry Conference (CIC) channel has a new video message from the CIC President, Nadine Colbert, personalized to me, "Dear Mark, it is hard to believe that it is two and a half years since our last conference. I would like to personally invite you to this year's event and based on your activity at the last conference suggest some things you may be interested in....." At the end of the message Nadine prompts me to add the event dates into my Slick timeline and sets a follow-up with my personal conference concierge, Dan. My own personalized video message from the President has me feeling like a real VIP.

The CIC Channel is a great resource. I especially like the videos on demand that help me plan my trip. After the event, the CIC Channel will allow me to access all of the presentations I attended, making it possible to share with my colleagues and clients. This actually makes the entire conference much more useful to me going forward; it's like I can take the entire conference and put it in my pocket.

A few weeks later, my personal conference concierge Dan and I have a video conference call. Dan accesses the preferences stored in my profile and sends personalized suggested hotels and flights straight into my Slick. This saves me a ton of time and hassle. I quickly confirm arrangements, and am all booked!

My AMEX app pays the costs, and adds an expense code that makes my end-of-month reconciliation much easier. Dan is able to put all of the information directly into my Slick timeline, and I quickly grant access to my colleagues who will need to know what I am up to.

Now that Dan knows what subjects I am interested in, he fills my feed with personalized 60-second videos highlighting the various breakout options. I take a few minutes at the airport to choose which sessions I want to attend and, using voice commands, I verbally build my personal schedule. In addition, I get the option of attending various smaller networking events with executives from exhibiting vendors, and I can opt in or out. Of course all of this is entered seamlessly into my timeline. Getting ready for a conference has never been so easy and hassle free.

The time has arrived to head off to Cleveland. Slick knows my calendar and location, so it automatically highlights my upcoming schedule and asks if I want to make adjustments. I do, and so I verbally message Dan who makes them instantly. My Uber is waiting for me curb-side as they were automatically notified of my arrival once I hit baggage claim. I am in the market for some Caterpillar multi terrain loaders, so I'm delighted when a video sponsored by Caterpillar, and tailored to my needs, welcomes me to Cleveland and the Construction Industry Conference. As we arrive at the hotel, MyKey app is activated on my phone.





No need to check-in at reception as I am notified which room is ready for me, and my mobile device acts as my key to unlock the elevator and my door. As I enter my room, the app also adjusts lighting, music and drapes to my liking depending on the time of day. Being on the road feels more and more like being home. On the screen in my room I get a reminder of my first appointment which is a Mixer networking event with executives from Caterpillar. I'm really excited to dive in. On my way I call into Registration and through facial recognition get all the keys and access codes transferred to my digital badge.

The next day is the Opening Keynote address from Nadine, CIC's President, and then a series of 12-minute teasers from all the main sponsors. The room is set up in the round and is filled with all the latest technology. Many of the screens are 2.8mm LED. I've never seen resolution like this! The videos and images seem to be popping off the screen. The screens fully automate, they can track sideways, fly up and down, and even diagonally. Throughout the day, the screens come together in different patterns to form larger screens of different sizes. With every new session, the set changes depending on the type of presentation being given. This keeps the content really interesting, and my attention remains engaged.

For some of the sponsor presentations, the LED screens go transparent. Komatsu shows an amazing brand video and then, at just the right moment, the screens go transparent to reveal their new excavator and the screens "explode" out in all directions. It is awesome! Everyone cheers. The screens can also spin in slats like a vertical blind for reveals and entrances. It really is dynamic, and super flexible, and I never know what is coming next which kept me totally engaged. All the videos are 4K which makes the color, and especially black completely vibrant. The Dolby Surround 8.1 audio is amazingly directional. The guy next to me actually ducks as a dozer zipped by.

All of the videos and graphic content are also streamed to my iPad mini ultra pro or iPhone 12, and some sessions I can actually "record" so that I can show others back at base all the new products.

Holograms of new products of all different sizes are all over the place this year. They're controlled by iBeacons so every time I walk by one that might interest me, it springs to life. Some are tiny and on little plinths, but others are full size representations of all the new concept vehicles! They're absolutely amazing!

**Hitachi took it to the next level though when, in their presentation, they were talking about a new 2023 forklift and they made a hologram appear on our mobile devices. I nearly dropped my phone! The presenters then took us through each of the features of the vehicle and mechanics right in front of our eyes, and right in the palm of our hands. This model doesn't even exist yet, and yet it felt like I was holding a mini one in my hand!**



I was so psyched to be there. And after the show I heard from my colleagues who couldn't attend that the new VR webcast sessions were not only helpful, but really immersive. Also, they had full highlight presentations on-demand, accessible any place on any device which are super useful as reminders or to show others.

The CIC 2021 event was easily the most converged, easy to attend, customized event I have ever attended!

  
**PROSCENIUM**

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