



EVENT MARKETER PRESENTS

EVENT TECH

DECEMBER 5-6
CUNY GRADUATE CENTER
NEW YORK CITY

Leveraging Social Media and Technology to Optimize Live Events

Reach More People.
Reduce Costs.
Increase ROI.
Amplify the
Experience.

- ✓ Learn the Latest Technologies and How to Apply Them
- ✓ Hear from Industry Experts on How to Balance Digital and Live
- ✓ Find Out What's Next in Social Media and Technology
- ✓ See Case Studies, Hear Best Practices, Get Tips
- ✓ Consider This Your Two-Day EventTech Tune-Up for 2012

REGISTER BY
OCT. 31
AND SAVE
\$200

For more information and to register go to
eventmarketer.com/eventtech

#eventtechnyc

FOUNDING SPONSOR:

KEYNOTE SPEAKERS



PHIL SIMON, Author
The Age of the Platform:
What Every Company Can
Learn from Apple, Facebook,
and Google



CARMINE GALLO, Author
The Power of foursquare:
7 Innovative Ways to Get
Your Customers to Check
In Wherever They Are



The First Annual Event Technology
Awards, Presented December 5th!

IN ASSOCIATION WITH:

DESIGN EXPO



DIGITAL + LIVE
HAVE COME
TOGETHER

DIGITAL+LIVE = EVENTS 2.0



The event industry is going high-tech as social media and technology become a powerful weapon in the fight for customer engagement and sales.

Integrating social media and technology into event portfolios allows marketers across all forms of consumer and b-to-b events to reach more people, reduce costs, increase ROI—and amplify the all-important brand experience. High-tech additions to live events are allowing event marketers, trade show managers, show organizers and event producers and creators to unleash “always on” programs that engage targets before, during and long after the events.

Introducing the first-ever conference focused on the digital+live phenomenon, EventTech, taking place in New York City on December 5-6. This can't-miss industry event, produced by the industry's leading publications, will bring together technology experts, social media gurus and some of the most progressive users of digital+live—including BlackBerry, SAP, Diageo, LG Electronics and Yahoo!—for two days of education, networking and sharing.

Dozens of sessions, speakers and presentations will give you access to trends, best practices and case studies. Keynote speakers will take you inside their just-released bestselling books on digital+live. And the first annual Event Technology Awards will recognize the best users of technology and social media in their events. Register by Oct. 31 and save almost \$200!



Jessica Heasley | Executive Editor | Event Marketer magazine | #eventtechnyc

The Only Conference Of Its Kind

Invest two days at EventTech and you'll get critical intelligence on connecting live events with technology and social media. Get a full perspective on what technology is being used and the best ways to “plug” your events in. Learn and then leverage:

TECHNOLOGY

- RFID
- Augmented Reality
- Apps
- Microsites
- Virtual Events
- Tablets
- Gesture-based
- 3D
- Touch-based
- Alternate Reality
- Geo-location
- Bluetooth
- Kiosks
- Video Streaming
- Chat
- Data-Collection
- Dashboards

SOCIAL MEDIA

- Facebook
- Apps
- Social Media Aggregators
- Twitter Feeds
- Video Streaming
- Foursquare
- Chat Roulette
- Ning
- Google+
- Flickr
- Digg
- Yelp
- Tagged
- YouTube
- LinkedIn

Amplify your understanding of digital+live at EventTech, no matter what your function:

Event Marketers. Learn how to optimize event portfolios using fully high-tech experiential programs that reach more people, connect with targets and drive sales.

Trade Show Managers. Get insights and intelligence for boosting traffic, in-booth stay times and amplifying the experience beyond show halls.

Show Organizers. Learn how to leverage technology and social media to drive attendance, promote shows and boost booth sales.

Event Agencies. Learn how to win more business and generate better results for clients by leveraging the combination of digital and live.

Event Designers and Builders. Learn how to embed technology and social media to enhance experiences, and how to best balance architecture versus technology.

KEYNOTE SPEAKERS

DECEMBER 5 | 1:00 p.m.

THE AGE OF THE PLATFORM

There's a reason why companies like Apple, Facebook, and Google are booming, and you're about to find out. Leading companies, and their marketing departments and agencies, must now embrace new business principles, including “intelligent risk,” “experimentation,” and an “innovation mentality.” But more importantly, they're following an entirely new blueprint and business model: *the platform strategy*. Learn what it is, what you need to know, and how to leverage the principles of the platform when designing your experiences.



PHIL SIMON

Author

The Age of the Platform: What Every Company Can Learn from Apple, Facebook, and Google

DECEMBER 6 | 9:00 a.m.

LOCATION IS EVERYTHING

One million new users per month. Twenty-three checks per second. Millions of people—in every city, in every country, on every continent, and even from the Space Station—are “checking in” with foursquare. For event marketers, it has the potential to be one of the most powerful customer magnets ever conceived. Not only can foursquare allow customers to find you, but it gives event marketers the power to know where their customers are. Learn how foursquare really works, and what it really means for you.



CARMINE GALLO

Author

The Power of foursquare: 7 Innovative Ways to Get Your Customers to Check In Wherever They Are

REGISTRATION INFORMATION

PRICING

Conference Registration

Includes access to all sessions, meals and activities on Dec. 5-6, as well as a ticket to the Event Technology Awards on Dec. 5.

BEFORE OCT. 31: \$825 | AFTER OCT. 31: \$995

Event Technology Awards Only

Includes ticket to awards presentation and reception on Dec. 5, 6:00-8:00 p.m.: **\$225**

LOCATION

All EventTech activities take place at the CUNY Graduate Center, 365 5th Avenue @34th Street, New York, NY.



QUESTIONS?

Contact Danielle Sikes at dsikes@red7media.com or 203.899.8433



**TECHNOLOGY
IS TAKING LIVE
EVENTS TO THE
NEXT LEVEL**

GOING DIGITAL

TRACK 1

Insights and ideas for converting to a digital+live event portfolio

MONDAY



MONDAY DEC 5 | 1:45 – 2:30 p.m.

CONNECTING ONLINE WITH OFFLINE: BUILDING A DIGITAL + LIVE STRATEGY

Embracing the art and science of digital+live requires you start with a true strategy on what needs to be accomplished. Kick off EventTech with a look at the right way to build a rock-solid online and offline event portfolio. Hear from one of the Fortune 500's most trusted digital+live agencies on what to do, in what order, and see examples of what works. Get perspective on how to leverage "connected" experiences—and use the conversation to begin planning your "always on" event portfolio that connects with audiences live, as well as online.

Aaron Dignan | CEO | Undercurrent



MONDAY DEC 5 | 3:00 – 3:45 p.m.

DIGITAL ENGAGEMENT: 10 PARTS OF AN INTERACTIVE STRATEGY

With the digital+live foundation poured, it's time to look at the blueprint that leading marketers use to connect with customers digitally—and start applying it to events. Learn from the interactive architects behind connected efforts for such brands as Volvo and 3M the 10 parts of successful interactive strategies, and how to use them as your events' digital counterparts. Get perspective on how to leverage the 10 parts, and learn how to integrate the formula sooner than later. Walk away with key insights that will help your event programs increase engagement onsite and online.

Richard Cacciato | Partner | Blue Iceberg Interactive



MONDAY DEC 5 | 4:00 – 4:45 p.m.

DRIVING SALES: CLOSING THE GAP BETWEEN ENGAGEMENT AND SALES

Gone are the days when an event ended and marketers *hoped* the attendee eventually went on to purchase. Technology is allowing event marketers to literally close the gap between point-of-engagement and point-of-sale. On-site interactive technology married with the power of virtual and social media have added transactional power to events and trade shows. Learn from the architect of digital+live programs for P&G and Kraft how to connect engagements and sales using digital+live. Learn which technologies help push sales from events, and how to incorporate social media.

Patricia Rosi-Santucci | Chief Creative Officer | Pierce



MONDAY DEC 5 | 5:00 – 5:45 p.m.

TECHNOLOGY TEST-DRIVES: RAPID-FIRE TECH DEMOS

Wrap up the first day at EventTech with some face-to-face overviews of event technologies, presented by some of the industry's leading providers of event and trade show technology. We'll give you a selection of technologies to check out and you can attend the demos of your choice. Check out only those technologies that you're most intrigued by or that are most relevant to your events or trade shows. Ask all the questions you want... and get every answer you need to leverage digital. A fast-paced way to soak it all up and learn as much as you can!

Want to demo a technology in this session?
Contact Anna Lawler at alawler@red7media.com

TUESDAY



TUESDAY DEC 6 | 10:45 – 11:30 a.m.

THE RIGHT MIX: BALANCING DIGITAL AND LIVE

With the opportunity of digital+live comes the challenge of taking event marketing digital—but in a way that keeps the digital+live combination appropriately *balanced*. Learn one of the most critical lessons presented at EventTech: how to blend the right amount of digital with the right dose of live. Hear tips from the team that has helped "balance" American Express, Coke and Anheuser-Busch. See examples of the experiential equality in action and walk away with a tangible list of best practices and trends for balancing your events between digital and live.

Arni Maack | Technology Director | Momentum Worldwide



TUESDAY DEC 6 | 11:45 a.m. – 12:30 p.m.

DIGITAL INTERFACES: USING TECHNOLOGY TO CREATE DIALOG

The best use of technology? As a creator of *dialog* between a brand and a target audience. Used correctly, it's a seamless experience. Used incorrectly, technology creates clutter rather than engagement. Get some perspective from the agency that helps Disney, ConAgra and Starwood create digital+live dialogs using technology "the right way," from onsite to online. You'll get tips plus access to new techniques for ensuring you're using technology seamlessly and in a cohesive way. Get insights for making your tech toolbox more dialog-driven and walk away ready to plug in.

Eric Mauriello | Senior VP-Technology | Possible Worldwide



TUESDAY DEC 6 | 1:15 – 2:00 p.m.

INSIDE YAHOO!: SOCIAL MEDIA + EVENT MARKETING

Experiential marketing departments around the world are catching digital+live fever. And the combination of online and onsite is allowing event marketers to take their programs to new levels. Go inside Yahoo! for a look at the digital+live formula that has taken hold and upgraded the portfolio. See case studies of the connected strategy in action, hear lessons learned, sneak a peek at some of the exclusive programs... and get a list of lessons learned from the brand's head of experiential marketing.

Andrew Strickman | Senior Director-Experiential Marketing | Yahoo!



TUESDAY DEC 6 | 2:15 – 3:00 p.m.

10 SOCIAL MEDIA MISTAKES YOU MIGHT BE MAKING

Yes, social media is customer-controlled and leveraged as "organic marketing," but it's still a strategic marketing discipline that must be treated as part art and part science. Take a seat and join the team responsible for driving social media at eight of the world's top 10 brands. Get a look at the latest trends in social media, how companies are changing the way they embrace it and why you need to upgrade your own social strategy. Then get a rundown of 10 critical mistakes too many event and trade show marketers make when activating social media.

Jeff Ragovin | Chief Revenue Officer | Buddy Media



TUESDAY DEC 6 | 3:45 – 4:30 p.m.

REAL-TIME: ACTIVATING ONLINE AND PHYSICAL... AT THE SAME TIME

Gone are the days when an event ended and the online engagement began. True digital+live programs are now built as "dual-mode" engagement platforms that leverage online and offline as full-time, all-time, *simultaneous* engagement paths. Attendees connect with a brand at live events and across the web... **at the same time**. Learn how to leverage more "real-time" in your own experiential marketing. Hear from Toyota, Nike and The Gap's top digital strategist how to fuse online and offline, and see examples of it all in action. A great way to wrap this year's EventTech.

Nathan Martin | CEO | Deep Local

PLUGGING IN

TRACK 2

Applications and case studies for using technology to turbocharge events and trade shows

MONDAY



MONDAY DEC 5 | 1:45 – 2:30 p.m.

COMBINING TECHNOLOGIES ACROSS B-TO-B EVENTS

Much more happens during events than used to happen before and after them. From social media feeds to video streams, touch technologies to data-collection, onsite 3D to online virtual, event marketers are moving beyond using a technology at live experiences and are now using, well, *all of them*. Join one of Boeing's top event agencies for a look at the b-to-b event technology menu and get insights and ideas for selecting the right technologies and using the ones you choose *simultaneously*.

Clint Withers and Chase Gooch | Creative Directors | AgencyEA

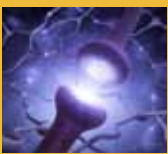


MONDAY DEC 5 | 3:00 – 3:45 p.m.

COMBINING TECHNOLOGIES ACROSS B-TO-C EVENTS

From Facebook and Foursquare, SMS, tablets and more, the b-to-c event technology menu is growing exponentially. Like their b-to-b brethren, consumer marketers are moving beyond using just a singular technology at live events and are now getting more strategic with the use of multiple technologies that work *together*. Join one of ESPN's top experiential agencies for a discussion on leveraging multiple technologies at the same time to amplify engagement and event performance. Learn how to select the right ones, combine them strategically and then use the combo.

John Rowady | President | rEvolution



MONDAY DEC 5 | 4:00 – 4:45 p.m.

WIRING THE ON-SITE EXPERIENCE: INSIDE LG'S 'CONNECTED' FOOTPRINTS

On-site event and trade show footprints are getting "wired," with multiple technologies coming together with social media to not only drive attendance, but also a longer, deeper engagement. For electronics giant LG, a wired event footprint collects data, provides a more measurable experience and allows live connections to be amplified before, during and after the actual event. Go inside the brand's "connective" blueprint and walk away ready to wire your own event and trade show programs.

Michelle Acosta and Michael Goldstein | Managers-Promotions and Sponsorships | LG Electronics
Mike Ellery | VP-Creative | Sparks



MONDAY DEC 5 | 5:00 – 5:45 p.m.

TECHNOLOGY TEST-DRIVES: RAPID-FIRE TECH DEMOS

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TUESDAY



TUESDAY DEC 6 | 10:45 – 11:30 a.m.

BUZZ MARKETING 2.0: HERE, THERE... EVERYWHERE

Whether you call it buzz marketing, word-of-mouth or influencer marketing, the combination of digital and live has changed the game *forever*. Join one of the earliest pioneers of online+offline buzz marketing for a look at how to turn the combo of live events, technology, social media and the web into an explosive buzz cocktail. Get lessons for driving buzz, see examples of the latest strategies in action and walk away with a total perspective on turning live conversations into literally *millions* of engagements.

Corrin Arasa | President | E2 Marketing



TUESDAY DEC 6 | 11:45 a.m. – 12:30 p.m.

DIGITAL CROWDSOURCING: LETTING YOUR TARGET CONTROL THE EXPERIENCE

The crowdsourcing trend has never been hotter, as marketers turn over control of their online—and now *offline*—marketing to target audiences. Giving customers the power to have a say in how you connect with them is taking the brand/customer relationship to the next level. Join the 2011 Grand Ex Award winner for a session on leveraging the digital crowdsourcing trend in event marketing. From letting your customers control the look and feel of your events to the schedule to the content, you'll learn what the trend is, how you can apply it and what the top tips are for success.

Matt Statman | Founder | Motive



TUESDAY DEC 6 | 1:15 – 2:00 p.m.

7 TECHNOLOGIES THAT CHANGED BLACKBERRY'S EVENT MARKETING

The team at BlackBerry was one of the first to leverage RFID at trade shows and tablets at events. Data-collection and measurement were a part of the technology toolkit from day one. From using social media for pure wow to using real-time chat for real-time measurement, join the brand's head of events for a look at her technology menu. Learn what technologies perform the best at both trade shows and events. Hear lessons learned and some pitfalls to avoid. See some examples of all of it in action and get real perspective on building your own tech toolkit.

Christine Doherty-Will | Manager-Brand Events | Research In Motion



TUESDAY DEC 6 | 2:15 – 3:00 p.m.

SAP'S NEW EVENT MODEL: THE TOTALLY CONNECTED, REAL-TIME EVENT

When SAP reinvented one of the world's largest b-to-b events, it changed the game. The all-new SAPPHIRE event was reinvented as a real-time "connected" event property that simultaneously connects live event "hubs" with virtual event feeds, on-site attendees with digital viewers—and threads it all with heavy interactive technology, video streaming and social media. Take a spin through this reimagined event and get some perspective on how to redesign your own events with a heavier dose of technology and social media.

Gregg Greenberg | Director-Global Online Marketing Strategy | SAP



TUESDAY DEC 6 | 3:45 – 4:30 p.m.

AMPLIFYING MOBILE TOURS: CONNECT WITH A FEW, REACH MANY

Gone are the days of mobile tours making consecutive stops to reach individual crowds of people. Today's mobile marketing tours and b-to-b road shows are using on-site technology, the web and social media to reach more people, collect more information, drive sales and measure results. Learn how to "connect" your own tours, get insights into what technology works best onsite, and how to use social media before, during and after each stop. Walk away ready to shift your 2012 tours into overdrive.

Terry Spilde | VP-Ideation and Innovation | Gigunda Group

TECH TOOLBOX

TRACK 3

Overviews of top technologies with insights on what they are, how they work and how to apply them to your events and trade shows

MONDAY



MONDAY DEC 5 | 1:45 – 2:30 p.m.

RIGHT TIME, RIGHT PLACE: LOCATION-TRIGGERED EXPERIENCES

Because technology is allowing us to know where our customers are, marketers can now create location-triggered experiences—from personalized communications to interactive campaigns, brands can now connect with target audiences in realtime, *at the right time*. Learn from the agency that wired the New York City Marathon for ASICS about one of the most promising uses of technology—from how it works to how you can use it. See some killer examples of the trend in action, get insights into applying “location triggers” at your events.

Tom Sullivan | Principal | Vitro



MONDAY DEC 5 | 3:00 – 3:45 p.m.

10 WAYS TO PLUG IN YOUR TRADE SHOW BOOTHS

Trade show booths now boast some of the most sophisticated technologies found anywhere in the experiential industry. Get a rundown of the top ways to turn your exhibit programs into high-tech, digitally live platforms—from designing high-tech elements and on-site interactives to leveraging online connections and social media. Join the company behind trade show exhibits for General Motors and Philips for examples of each technology in action, advice for plugging your own exhibits in and a pile of tangible tech tips. A great topline of the tech tools that can help your exhibits.

Jeff Smith | Director of Technology | Czarnowski



MONDAY DEC 5 | 4:00 – 4:45 p.m.

DIAGEO'S NIGHTLIFE EXCHANGE: RFID CHANGES EVERYTHING

RFID has redefined the event industry, allowing marketers to monitor behavior, measure engagement and truly “automate” brand experiences. From social media auto-tagging to powerful data-collection, you’ll learn how the newest RFID offerings are helping to upgrade live events. Hear about the full potential of RFID at events, understand how and why it works so well and go inside one of the best RFID-enabled campaigns of the year, the digitally turbocharged Nightlife Exchange that’s taken Diageo’s experiential marketing engine to the next level.

David Briggs | Global Brand Manager | Diageo

Michael Gilvar | CEO | Fish Technologies

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MONDAY DEC 5 | 5:00 – 5:45 p.m.

TECHNOLOGY TEST-DRIVES: RAPID-FIRE TECH DEMOS

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TUESDAY



TUESDAY DEC 6 | 10:45 – 11:30 a.m.

THE MUST-HAVE ON-SITE TECHNOLOGY: SOCIAL MEDIA AGGREGATORS

From CES to SXSW to pop-ups and Cisco Live, social media aggregators have become tablestakes at events as the default vehicle for connecting onsite engagement and online chatter. Live screens, walls or apps leveraged at live events are connecting social media chatter with on-site conversations. Get a tour from Intel’s interinteractive technology shop on how social media aggregators work, learn best practices for leveraging them, see examples of a few in action and walk away prepped to set up your own onsite social media hubs.

Kyle Davis | Director of Technology | Globacore



TUESDAY DEC 6 | 11:45 a.m. – 12:30 p.m.

THE ONES TO WATCH: 10 TECHNOLOGIES TO BET ON

The digital toolkit is changing in real time. Get a rundown of the top 10 event technologies you need to understand in 2012, from 3D and Augmented Reality to touch-based solutions and gesture-driven interactives. You’ll get an overview of each from the designer of interactive experiences for Boeing, NBC Universal and Genentech, with tips on how to best apply them to your own live events. This fast paced session will ensure you’re aware of the critical tools you need to be using and will arm you with the information you’ll need to build the perfectly blended technology toolbox.

Penn Arthur | CEO | Inhance Digital



TUESDAY DEC 6 | 1:15-2:00 p.m.

THE EVOLUTION CONTINUES: DIGITAL BRAND AMBASSADORS

Event marketers are now using their event staffers as much more than pretty faces. Today’s brand ambassadors are selected based on the size of their social media networks and used online to promote events well before they even taken place. They’re also tweeting and Facebook-posting during actual events and continuing that chatter for days, weeks or months after the event shuts down. Get a handle on this red-hot trend with the company that managed digital brand ambassadors at the Winter Olympics, Fashion Week and SXSW.

Larry Hess | CEO | Encore Nationwide



TUESDAY DEC 6 | 2:15-3:00 p.m.

LOW-BUDGET, HIGH IMPACT: 7 CHEAP B-TO-B EVENT TECHNOLOGIES

Amid all this talk of technology, budgets are still impacted by a challenged economy across the industry’s brands and agencies. Join Audi’s lead experiential marketing agency for an interesting overview of seven highly affordable technologies for b-to-b events. These economical technologies are allowing budget-conscious marketers to add digital to live in a way that grows reach and generates interactivity, but doesn’t break the piggy-bank. If you want to go digital but may not have the cash, these budget-beaters will help you go digital+live no matter what.

Karl Siegert | Director of Technology | MVP Collaborative



TUESDAY DEC 6 | 3:45-4:30 p.m.

THE ART AND SCIENCE OF EVENT MICROSITES

Live experiences are now paired with digital destinations anchored in the cloud. Microsites—whether created on their own or embedded in Facebook or Twitter pages—have become a prerequisite for most event and trade show programs. Learn from the creator of digital+live campaigns for Disney and Readers Digest what the recipe for best-in-class microsities looks like, what works, what doesn’t, and get best practices for prepping your own microsities in 2012. See examples of effective microsities, learn how the best ones serve as true “hubs” and get advice on how to rock it in the cloud.

Sean Owen | CEO | Wedu



EVENT TECHNOLOGY AWARDS

DECEMBER 5 | 6:00-8:00 p.m.

The Event Technology Awards is the first program established to recognize the power of integrating technology across events and trade shows. The ETAs shine a spotlight on the best use of event technology to elevate brand experiences, increase reach, communicate smarter, drive attendance, increase leads, push sales and upgrade the engagement between companies and their target audiences.

Join the industry's best and brightest at the inaugural Event Technology Awards event. Be there when we announce the winners and mingle with your peers at the post-awards networking mixer.

NOTE: Admission to the Event Technology Awards is included with full-conference registrations. Those attending just the ETAs must register for single tickets at eventmarketer.com/eventtech.



TECHNOLOGY PROVIDERS

There is no better place to meet the industry's leading technology partners, from hardware and software to design and strategy. EventTech will bring you together with the most high-tech event companies found anywhere. Not only will you be able to meet with them, but you'll be able to see overviews of specific technologies in action. Meet leading providers of:

- RFID
- Augmented Reality
- Apps
- Social Media
- Production and A/V
- Media
- Microsites
- Virtual Events
- Tablets
- Gesture-based
- 3D
- Touch-based
- Alternate Reality
- Geo-location
- Bluetooth
- Photo-activation
- Green-screen
- Kiosks
- Video Streaming
- Chat
- Data-Collection
- Dashboards

Sponsorship opportunities are limited and are expected to sell out quickly. Want to exhibit or sponsor the first-ever EventTech conference? Contact:

ANNA LAWLER
alawler@red7media.com | 203.852.5681

* content/speakers subject to change. Registration change/cancellation terms listed on registration page.