

Exciting New Meetings Technology: How the Latest Tech Tools Can Create Efficiencies and WOW Attendees

Wednesday, December 16, 2020



Presented by
Corbin Ball
Owner
Corbin Ball & Co.



Moderated by
Tyler Davidson
Vice President & Chief
Content Director
Meetings Today



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- Marriott Union Workers Plan Labor Day Unrest
- C2 Melbourne Canceled at 11th Hour
- How to Stay Safe While Running: An Action Plan for Business Travelers
- Hotel Strike: Downtown Chicago Doomsday Sept. 17
- Hawaii Open for Business Following Tropical Storm Lane
- NFPA 3000: A New Standard for Active Shooter Response
- MGM Springfield Opens in Massachusetts
- Hawaii's Hurricane Lane Downgraded to Category 2; Massive Flooding Reported
- Florida Governor Adds \$3M to Red Tide Efforts
- Airlines Waive Change Fees and/or Offer Full Refunds for Hurricane Lane Travel

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- Occidental at Xcaret Destination
- Oregon Convention Center renovation to increase national competitiveness, further driving regional economy

Meetings Topics

SPOTLIGHT HOMEPAGE

Safety Checklist for Transportation Services and Off-Site Activities

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LEADER PROFILE

Salamander's Sheila G. Johnson is a Success Story for the Ages

After 30 years in the U.S. Department of State, Sheila G. Johnson is now a success story for the ages. She is the founder and CEO of Salamander, a leading provider of meeting and event services. She is also a member of the National Association of Convention and Visitors Bureaus (NACVB).

INDUSTRY NEWS

How Live Cases is Keeping Visitors Safe

In reaction to the U.S. Department of State's new travel advisory system, Salamander is keeping visitors safe.

Benchmark Shows Top Meeting Trends for 2019

Benchmark released its "Top Meeting Trends for 2019." The top three trends are: 1. Live cases, 2. Live events, 3. Live content.

What's New in Meetings

LOCATION MATTERS

Location matters in meetings. It's not just about the venue, it's about the experience. Location matters in meetings. It's not just about the venue, it's about the experience.

new RENOVATED

Jump to your region of interest: [EAST](#) [MIDAMERICA](#) [SOUTH](#) [WEST](#) [GLOBAL](#)

MIDAMERICA

Midamerica's Expansion Strategy is a Success Story for the Ages

Midamerica's expansion strategy is a success story for the ages. It's not just about the venue, it's about the experience. Midamerica's expansion strategy is a success story for the ages. It's not just about the venue, it's about the experience.

WEST

West Valley's Expansion Strategy is a Success Story for the Ages

West Valley's expansion strategy is a success story for the ages. It's not just about the venue, it's about the experience. West Valley's expansion strategy is a success story for the ages. It's not just about the venue, it's about the experience.

FRIDAY with Joan

Join us for a weekly discussion with Joan, a leading expert in the meetings industry. We'll discuss the latest news, trends, and challenges in the industry.

What's Your Take?

Have been asked one of the many questions? Join us for a weekly discussion with Joan, a leading expert in the meetings industry. We'll discuss the latest news, trends, and challenges in the industry.

News for Thought

The importance of fostering emotional connectivity in meetings. It's not just about the venue, it's about the experience. The importance of fostering emotional connectivity in meetings. It's not just about the venue, it's about the experience.

meetings in MINUTE

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Today's Speaker



Corbin Ball
Owner
Corbin Ball & Co.

A long, straight asphalt road stretches from the bottom center towards the horizon. The road has a dashed white line down the middle and solid white lines on the sides. The landscape is flat and grassy, with yellow markers on the shoulders. In the background, there are large, rugged mountains under a sky that transitions from a hazy, light blue at the horizon to a darker, overcast grey at the top.

WHAT LIES AHEAD

Exciting New Meetings Technology

Corbin Ball, CMP, CSP, DES

CRISIS

危機

Danger

Opportunity

Innovative Event Trends:

- **Virtual/hybrid meetings**
- **Video recap software**
- **Safe smart sourcing**
- **Social distancing tech**
- **Facial recognition/analytics**
- **5G**



Presentation Links:

- Zoom.us
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- Swapcard.com
- Clipr.ai
- Tooptravel.ai
- PCNamtag.com
- Egidprotect.com/en
- Zen.us.ai



Hybrid meeting:

Combining a F2F event with a virtual (online) component.



A photograph of the Golden Gate Bridge in San Francisco, California. The bridge is a suspension bridge with two large red towers and numerous suspension cables. It spans across the water, with hills visible in the background. The sky is blue with some light clouds. The text is overlaid on the right side of the image.

Hybrid meetings: A bridge to recovery as F2F meetings reemerge

Slow recovery for face-to-face meetings:



Fear of contagion



**Slow economic
recovery**

Slow recovery for face-to-face meetings:



Space limitations



Virtual good enough for some



C

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10 years

IMEX LAS VEGAS

September 18-21, 2019

Download the IMEX app

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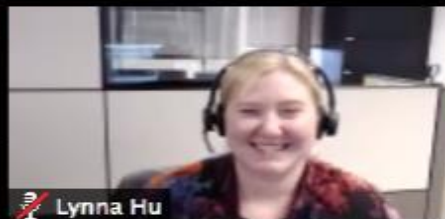
Zoom



Josh Witty



Elizabeth Swan



Lynna Hu



John Mensik



Jeff Bechtel



Rob Rinsky



Mitchel Mayes



Angeline Huynh



Tamara Pitts



Zhenghang Gu



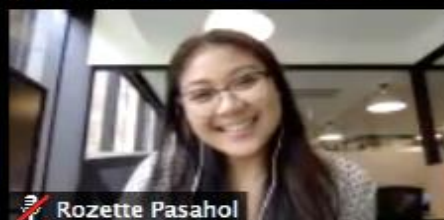
Shari Clare



Winston Twu



James Desmond-Denve...



Rozette Pasahol



Huey Le - Zoom CSM



Jenny Eggimann



Subriah Esharc



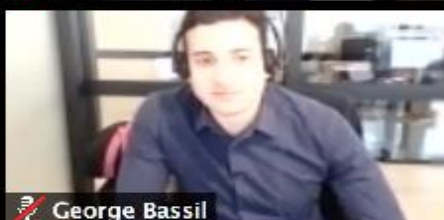
Heather Jarrett



Justin Henry



Matt Caballero



George Bassil



Kerushan Bisetty



John Poje



Brian McIntyre



Farah Faracilas

1/2

1/2



Mute



Stop Video



Invite



Manage Participants

28



Polling



Share Screen



Chat



Record



Breakout Rooms



More

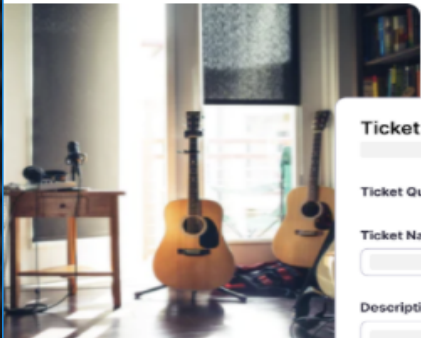
End Meeting

OnZoom

Become a Host | OnZoom

zoom.us/docs/en-us/onzoom/becomeahost.html?_ga=2.72843027.1050785674.1602871500-1154832661.1585583980

on zoom BETA



Ticket

Free Paid

Ticket Quantity for Each Event

Ticket Name

Description (Optional)

Sale Starts

07/27/2020 7:00 PM

to

Sale Ends

07/27/2020 7:00 PM

Control who can register for this ticket

☐ Invited users ⓘ

☒ Users from specified @domains

Save

Why OnZoom?

✓

Simplified settings

Create a public or private event with just a few clicks, and enable options to increase event security by default to minimize potential event disruptions.

✓

Ticket management

Set your ticket price, and offer different pricing tiers for different experiences. OnZoom also offers fundraising capabilities for charity events. Additionally, Zoom doesn't charge you a platform fee.

✓

Event management









Organize your one-time events, event series, and drop-in visits while tracking ticket sales, no-shows, and gross income.

OnZoom: Zapps

Zoom Zapps | Zoom

zoom.us/docs/en-us/zapps.html

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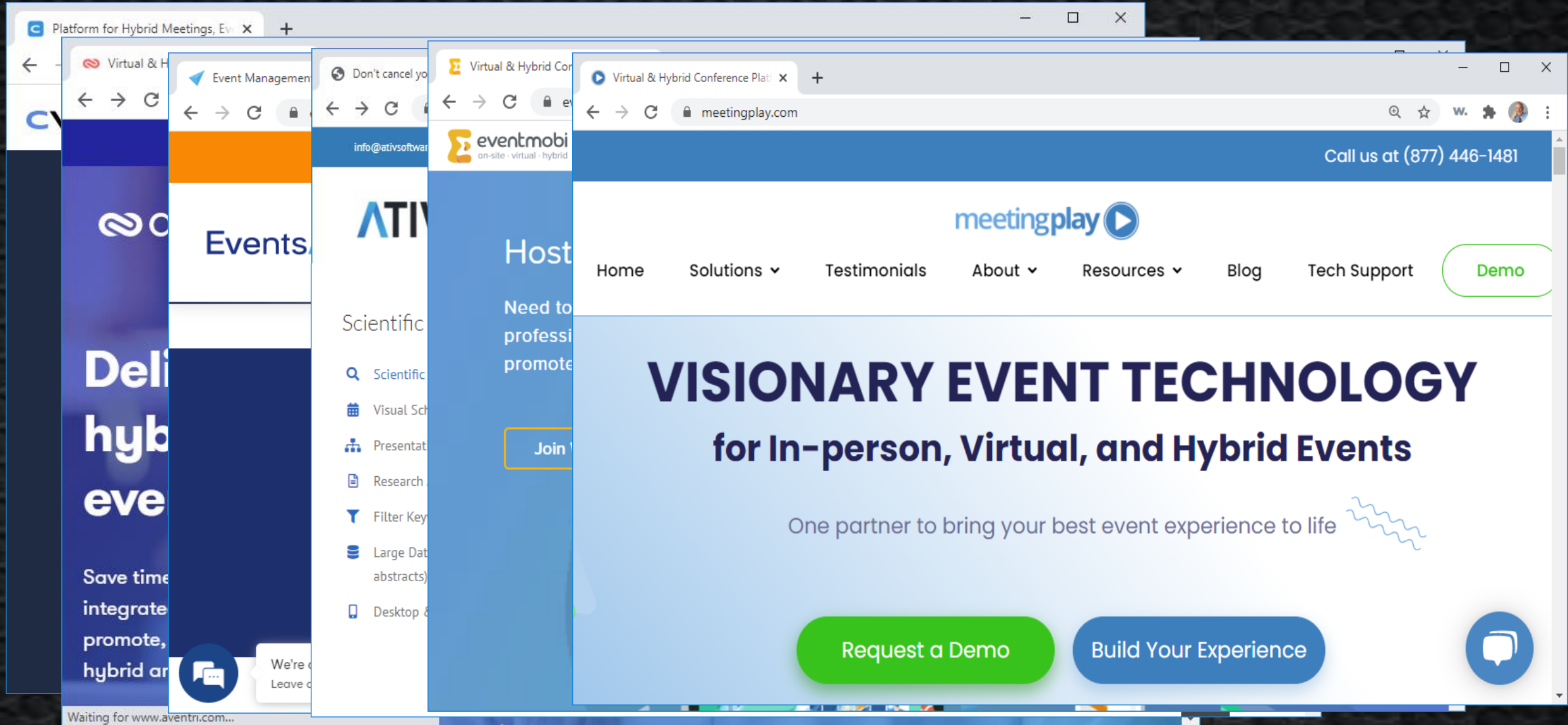
Zoom chat bubble

Zoom does not work well for:

- Tradeshow/exhibitions
- Large, citywide conventions
- Complex, multi-sessions events



Innovation: Online Registration Companies



Innovation: Mobile App Companies

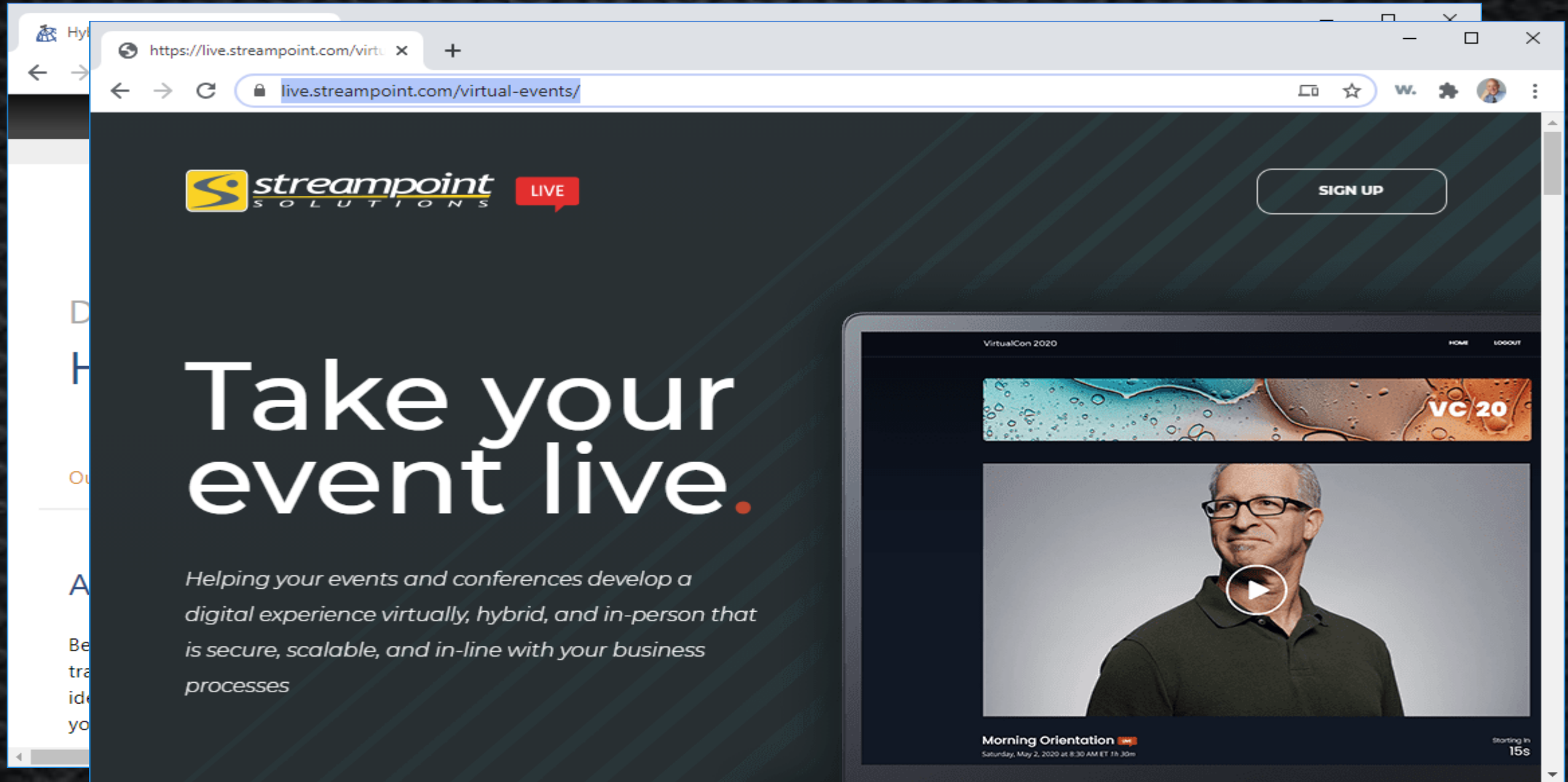
The image displays three overlapping digital interfaces, illustrating the integration of virtual, hybrid, and live events.

Top Interface (Desktop Website): The Socio Event Platform website is shown in a browser window. The URL is `socio.events`. The header includes the Socio logo and navigation links: Products, How It Works, Pricing, Customers, and Company. A prominent orange button labeled "Schedule a Demo" is visible. The main content area features the headline "The Event Platform Where Virtual, Hybrid, and Live Events Become One." and a sub-headline "Registration, streaming, engagement, and networking come to life in a single solution." Below this, there are two buttons: "Schedule a Demo" and "Learn More".

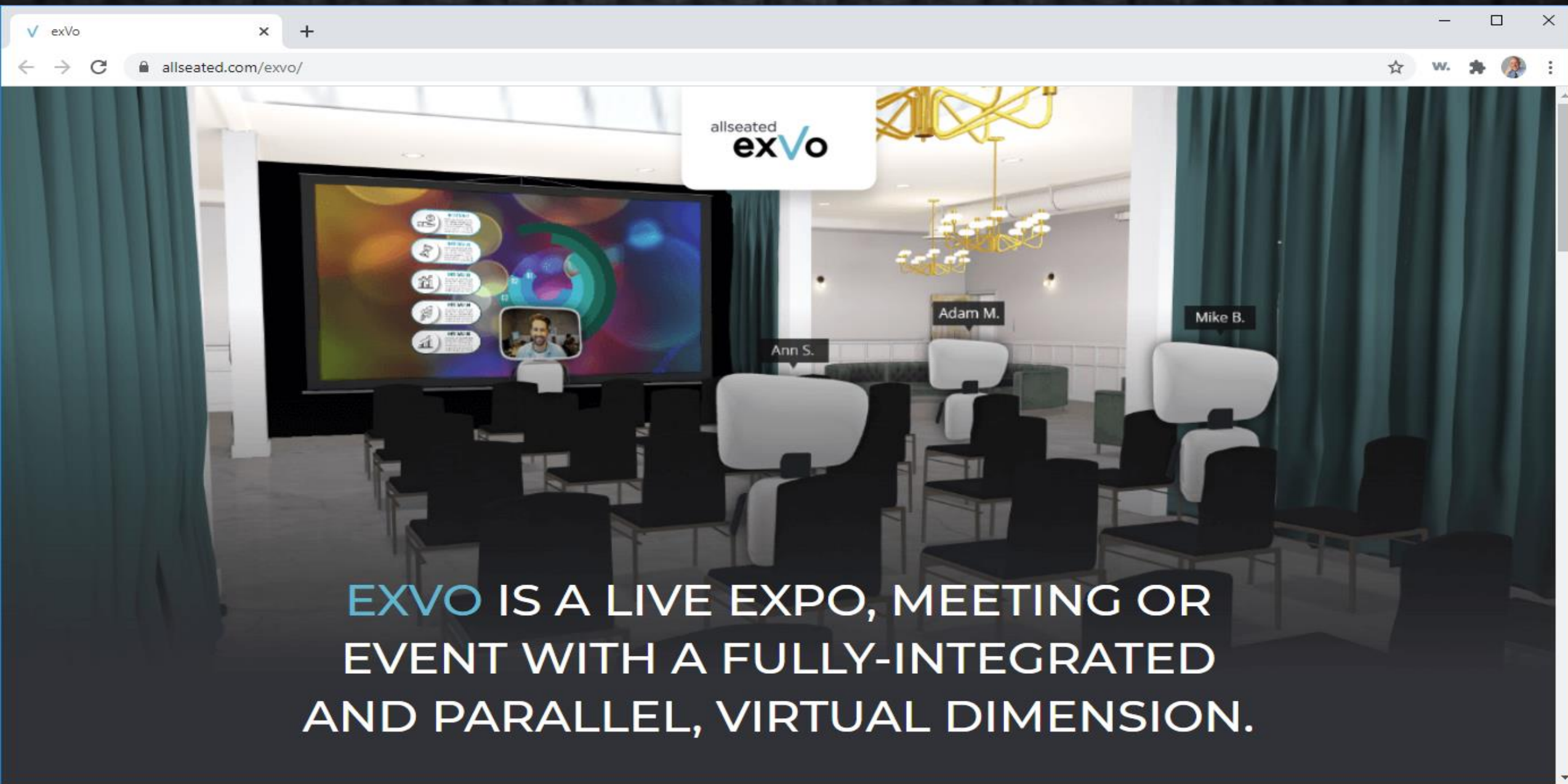
Bottom Left Interface (Mobile App): A partially visible mobile app interface for "SpotMe: Digital Experience" is shown. It features a logo with a stylized figure and the text "SpotMe: Digital Experience". Below the logo, there is a section titled "Virtual and mobile" and a description: "Engage with digital experience. From remote events happening online." A button labeled "Your work" is visible at the bottom.

Bottom Right Interface (Mobile App): A mobile app interface for the "ETT Virtual Conference 2020" is shown. The app displays a grid of features: CALENDAR, LIVE STREAM, NETWORKING, CONTENT LIBRARY, DISCUSSION BOARD, COMMUNITY GAME, SPONSORS, VIRTUAL CAFE, and ANNOUNCEMENTS. The app is running on a smartphone, with the time 4:20 and battery status visible at the top.

Innovation: Streaming/Content Delivery Cos.



Innovation: AllSeated.com





Innovation: Swapcard.com

The screenshot displays the Swapcard.com website. The browser's address bar shows the URL 'swapcard.com'. The website's header includes a language selector set to 'English', a 'Contact Us' link, and a 'Login as' section with buttons for 'PARTICIPANT' and 'ORGANIZER'. The main navigation menu contains links for 'Platform', 'Events', 'Success Stories', 'Pricing', and 'Company', along with a prominent green 'GET A DEMO' button. The central headline reads 'Set up your matchmaking powered by AI' with the subtext 'Define your networking rules and automate everything.' Below this, four key features are highlighted in a list:

- Easily set up your own matchmaking rules**
Define matchmaking suggestions with our data segmentation.
Create networking rules between your attendees and exhibitors.
- Manage time slots and meeting areas**
Pre-schedule time slots & meeting areas, determine who can meet who and let the magic happen.
- Follow meetings on the go**
Track all meetings booked between attendees & exhibitors and schedule appointments.

On the right side, a preview of the 'Viva Technology 2019' matchmaking interface is shown. It features a sidebar with navigation icons and a main content area titled 'Matchmaking'. The interface includes sections for 'Active matchmaking' (marked as 'premium') and 'Influence matchmaking algorithm'. A search bar is present with the placeholder text 'Search among job titles, second job titles, skills or looking for to add a chat'. Below the search bar is a 'Cluster' table:

entity	filter
entity: attendees	filter: startup
entity: attendees	filter: investor
entity: all	filter: executive
entity: exhibitors	filter: media
entity: speakers	filter: ceo, co-founder
entity: attendees	filter: Ph.D. Student

Hybrid Benefits:

- A bridge to F2F
- Larger reach/attendance
- Increased sponsorship value
- Content recording
- Built-in analytics
- Lower carbon footprint

Challenges:

- 2 completely different audiences
- Twice as complex
- Higher production costs



Best Practices Checklist:

- ✓ Plan on how you will integrate two audiences
- ✓ Detailed timeline (project management)
- ✓ Speaker training, test and rehearsal
- ✓ Use trusted partners: platform, venue, AV, streaming co.
- ✓ Sufficient bandwidth (min. 7MB/sec per stream)
- ✓ Production values: cameras/lights/mics
- ✓ Virtual emcee



Best Practices Checklist:

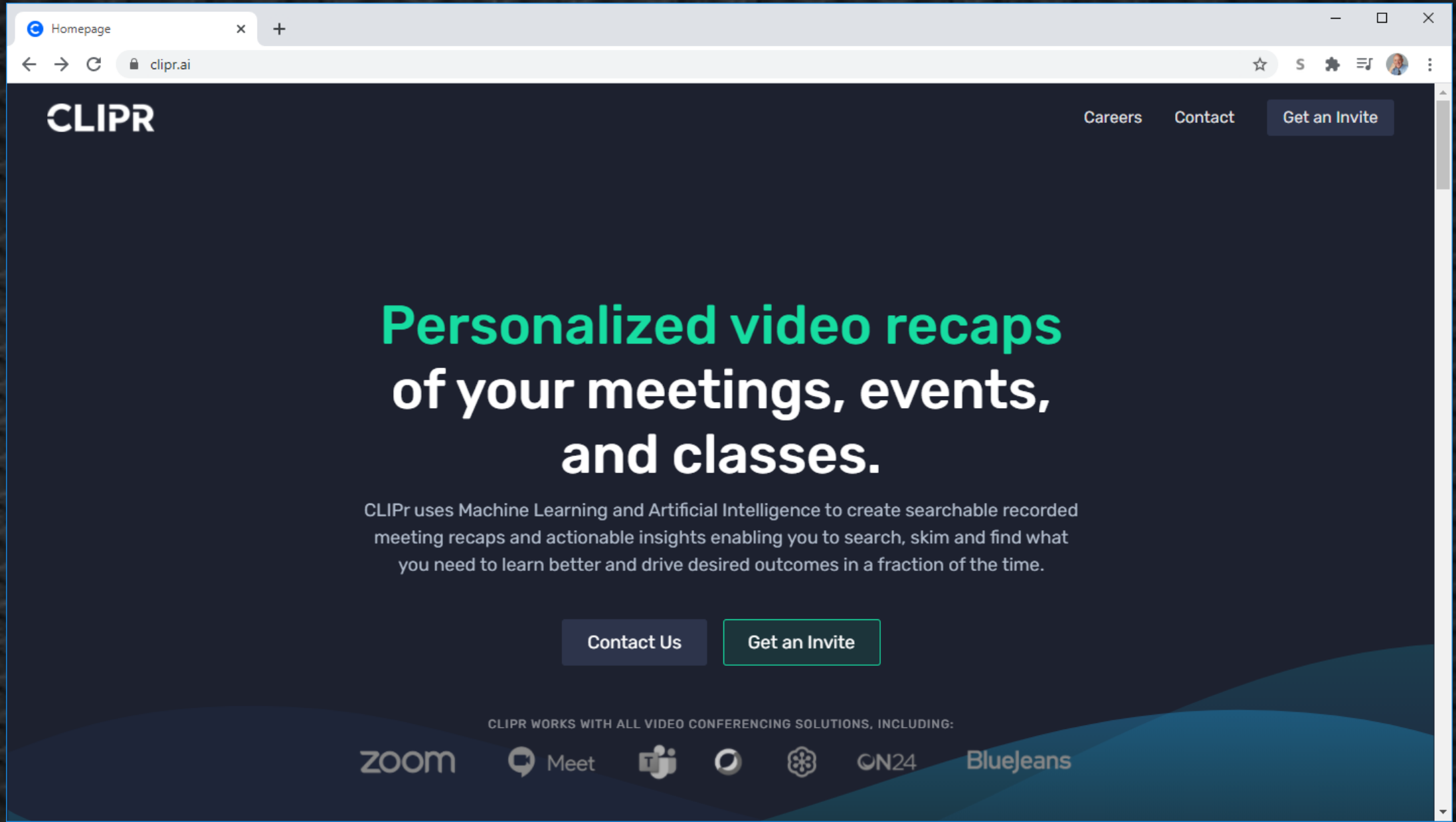
- ✓ **Make your virtual/F2F offerings clear**
- ✓ **Be flexible on registration allowing switches F2F/digital**
- ✓ **Shorter, more focused presentation/session times**
- ✓ **White space**
- ✓ **Mix in pre-recorded sessions**
- ✓ **Specialized content for virtual attendees**
- ✓ **Punctuality**





???

Video recap software: Clipr.ai



CLIPR

Video recap software: Clipr.ai

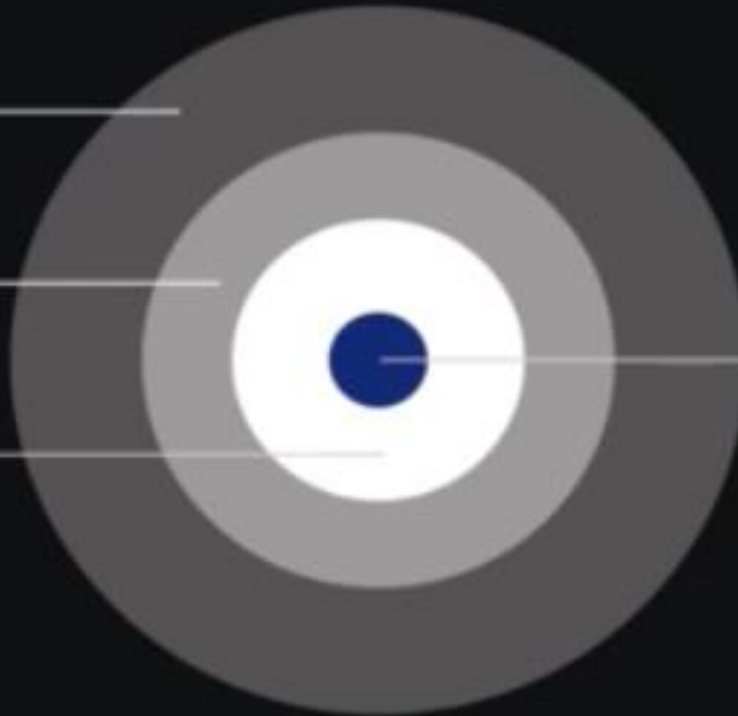
CLIPr

CLIPr increases the reach of your content

People who are interested in your
event content

People who are interested in your
event content + willing to pay

People who are interested in your
event content + willing to pay
+ have the time



Your Current Reach

People who are interested in your
event content + willing to pay
+ have the time + can attend

Smart sourcing & health/risk mitigation technology: Trooptravel.com

The screenshot shows the Troop website interface. At the top, the Troop logo is on the left, and a 'Book a demo' button is on the right. The main section is titled 'Reduce costs' under a 'SAVINGS' tab. It features a comparison between two travel options: Montreal, QC, Canada and Salzburg, Austria. A large pink arrow points from Montreal to Salzburg, indicating a cost-saving opportunity. Below the comparison, there's a 'CO₂ EMISSIONS' section with a 'SUSTAINABILITY' tab. It shows carbon footprint bars for London, UK (29,516kg), Tokyo, Japan (33,534kg), and Cape Town, South Africa (37,541kg). The Salzburg option is highlighted with a blue star and a green checkmark, indicating it's the more sustainable choice.

TROOP

SAVINGS

Reduce costs

We take everything into account.

Our sophisticated system, based on big-data analysis, takes every granular detail of your meeting into account. We thoroughly analyze locations, flights, employee travel time, security, risks and everything in between.

TRAVEL	CO ₂	HOTEL	DURATION
A\$ 1,206	1,279kg	A\$ 5,444	30h35

15°C 4/5 **A\$ 13,176**

TRAVEL	CO ₂	HOTEL	DURATION
A\$ 1,100	1,137kg	A\$ 3,456	12h40

17°C 4/5 **A\$ 10,231**

CO₂ EMISSIONS

Location	CO ₂ Emissions (kg)	Efficiency
London, UK	29,516kg	✓
Tokyo, Japan	33,534kg	✗
Cape Town, South Africa	37,541kg	✗

Reduce carbon footprint

SUSTAINABILITY

More efficient travel means less harmful environmental impact.



Today, we are helping corporations to get
IN-PERSON MEETINGS BACK!

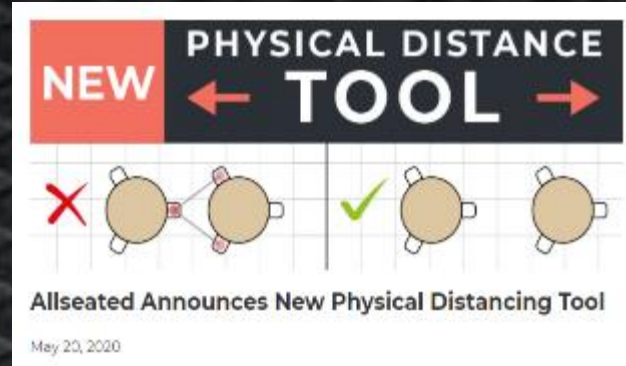


Onsite Safety/Social Distancing Technology

cvent | *Supplier Network*

Find venues. Get bids. Book event space.

**Global Database of Venue
Health and Safety
Information July 2020**



Contactless kiosk



Wireless, on-demand badge
printing



Session tracking & access
control



Contactless lead exchange



PC Nametag

Egid



**THE ONLY 100% AUTONOMOUS
SOCIAL DISTANCING BADGE**



Facial Recognition for Event
Registrations

AI Facial Recognition Check-in: Zenus.ai

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Ethical Facial Analysis

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Fifth generation tech standard for cellular networks

- Faster U/D speeds (100-1,000x)
- Lower latency



Fifth generation tech standard for cellular networks

- Network slicing
- Improve virtual connectivity/live streaming (8K video)
- More capable AR/VR
- Hologram projection?
- Security



Fifth generation tech standard for cellular networks

Challenges:

- Implementation – a few years for full implementation
- Expense: 10-20X more than 4G
- Conventions centers the most difficult

Innovation





Resources:

Course Notes: corbinball.com/images/newtech.pdf

Corbin's Favorites File: corbinball.com/tips-tools/corbinslist

Hybrid Best Practices: <https://tinyurl.com/y4n2kt2o>

MPI Hybrid How-to Guide: <https://tinyurl.com/yxjtxr2r>

Contact Info:

Email: corbin@corbinball.com

Web: corbinball.com

Facebook: facebook.com/corbin.ball

LinkedIn: linkedin.com/in/corbinball

Twitter: twitter.com/corbinball



Corbin Ball & Co.



Charles Darwin

“It is not the strongest of the species that survives, nor the most intelligent...

It is the one that is the most adaptable to change.”

Questions?



Corbin Ball
Owner
Corbin Ball & Co.



Tyler Davidson
Vice President & Chief Content Director
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