



Top Technology Trends Transforming the Public Assembly Facility Management Industry

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Reality

**“The price of computation has
dropped 42% per year over 60
years — a trillion-fold fall since
1940.**

Bill Nordhaus, Yale

Reality

Moore’s Law is alive and well:

- **Computer processors**
- **Storage**
- **Broadband**

**Top Public Facility
Technology Trends**

**9. Venue sales and
management will
increasingly be web-
based.**

**Web-based Events and Facility
Management**

- Registration
- Exhibit Management
- Lead Retrieval
- Scheduling
- Customer Relations Management (CRM)
- Site selection/RFPs
- Housing/Travel
- Catering Management
- Membership Management
- Project Management
- Surveys
- Event Web Sites

**Web-based Events and Public Facility
Management**

**www.mpoint.com
www.meydenbauer.com
www.mtccc.com**

Top Events and Public Facility Technology Trends

8. **Web 2.0 will play an increasing roll in events and public facility management.**

Web 2.0

The “participatory” web:

Web 1.0: Static web pages



Web 2.0: The Web is the platform
Data is the driver
Participation is the key ingredient.

Web 2.0

The “participatory” web

- Wikis / Online Collaboration
- Open APIs / Web services / RIAs
- Web syndication:
 - RSS, blogs, podcasts
- Social software



Web 2.0

- docs.google.com
- www.crimeindc.org
- www.emergeblog.com
- www.blogger.com
- www.twitter.com
- www.itunes.com
- www.myspace.com
- www.secondlife.com

Top Events and Public Facility Technology Trends

7. Wireless broadband internet is becoming ubiquitous.

Wireless Technology

- Wi-Fi
- Long range Wi-Fi
- WiMax
- 3-G and 4-G
- EV-DO

Wi-Fi in hotels

- **91% of hotels offer Wi-Fi**
- **15% charge for it**
- **91% of upper-upscale hotels charge**
- **trend for free throttled**

Smith Travel Research for the
American Hotel & Lodging Association
10,000 hotels June 2008

Top Events and Public Facility Technology Trends

- 6. More mobile/wireless products for the meetings and venue industries**

PDA/Mobile applications

- **www.spotme.com**
- **www.jambo.net**

Spotme

- Networking device
- Message/email management
- Lead exchange
- Audience polling and survey tool
- Live brainstorming device
- Conference agenda/program
- Group announcements
- Interactive maps
- Personal scheduler
- Remote microphone



Mobile Phone Applications

www.nokia.com
www.geovector.com
www.fonekey.com
www.visiontree.com
www.pollanywhere.com
www.bcard.com

Top Events Technology Trends

5. **Electronic signage and kiosks will increasingly be used in event facilities.**

Digital Signage



- Very low energy consumption
- Battery operated -- 4AA last one year
- Wireless - Wi-Fi enabled
- Wall mounted or free-standing
- High contrast

www.kentdisplays.com

Top Events and Public Facility Technology Trends

4. **RFID will become the barcode of the future with many events and public facility applications**

RFID Events and Public Facility Applications

- Access control
- ID verification (photo can be imbedded)
- Lead retrieval/qualification (dwell time)
- Cyber café access/messages
- VIP tracking
- CEU tracking/attendance verification
- Verification of F&B guarantees
- Asset tracking
- Personalized reader boards
- Banquet seating notification

RFID

www.laserreg.com
www.fishsoftware.com
www.boycottgillette.com

Top Events and Public Facility Technology Trends

3. Room diagramming software help in venue sales.

Floor plans/room diagramming

- MeetingMartix
www.meetingmatrix.com
- NewMarket Diagrams
– www.newmarketinc.com/products/allproducts.aspx
- TimeSaver Software Room Viewer
– www.timesaversoftware.com
- Vivien
– www.viviendesign.com

Top Events and Public Facility Technology Trends

2. Voluntary standards will transform the events and venues industries.

Meeting Specifications: The Old Way

- an endless sea of paper
- translation errors
- planners are reduced to proofreaders
- ever-changing meeting specs



Meeting Specifications: The Future: Voluntary Standards

APEX: Accepted Practices Exchange

- Terminology (*Complete*)
- Contracts
- Meeting & Site Profiles
- Requests for Proposals (RFPs) (*completed*)
- Resumes/Work Orders (*completed*)
- Housing & Registration (*completed*)
- History/Post Event Reports (*complete*)

www.conventionindustry.org

**Top Events and Public
Facility Technology Trends**

- 1. Virtual meetings and will not replace face-to-face meetings --**

(but will still play an important role).

Virtual Meetings

Tele-immersion

www.telesuite.com
www.advanced.org
www.teleportec.com

Corbin Ball, CMP is an international speaker, consultant and writer helping clients worldwide use technology to save time and improve productivity. With 20 years of experience running international technology meetings, he now is a highly acclaimed speaker with the ability to make complex subjects understandable and fun. His articles have appeared in hundreds of national and international publications and has been quoted in the New York Times, the Wall Street Journal, Fast Company Magazine and numerous other publications. Corbin serves or has served on many hotel, corporate and association boards. He is Meeting Professionals International's 2002 International Supplier of the Year and has been named for four years as one of "The 25 Most Influential People in the Meetings Industry" by MeetingNews Magazine.

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