



Technology in the Meetings and Events Industry

Technology has become a way of life for most of us – in many ways we don't give a second thought to all of the 'technology' involved in our every day – from our mobile phones, our cars, tablets, PCs and computers.

Technology capabilities are known to double every two years – Moore's Law – and yet some events can take 12 months or more to plan before they actually happen.

And while we have come to accept and expect that our mobile phone and its interface will change frequently, we often use the same old tools, spreadsheets, documents and processes we've used for years to manage the details of our meetings.

With attendees expecting everything delivered to their phone or tablet at your next meeting, how can you stay on top of the changing technologies and make sure you are using the best solution for your meeting and events?

In this workshop we will review technology in the meetings and events industry that is used for sourcing, event marketing, social media, lead retrieval, attendee registration, event planning, mobile apps, post event reporting, and more.

Technology is very powerful and can help you and your organization become more efficient in managing your meetings and events strategically.

Learner outcomes

- Understand technology available to planners to get their job done efficiently
- Learn about Convention Industry Council (APEX) technology industry standards
- Hear about technology other planners are using to plan their events
- Learn about Best Practices on how to leverage technology to become more efficient
- Talk about using technology to capture information to help you make better business decisions

Presenter

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