

The Meeting Architect's **Toolbox**

the FRESH catalogue for meeting & event design.

**2013
2014**

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Welcome to the fresh catalogue for meeting design

Dear reader, meeting or event owner, planner, designer, producer, ...
Dear (future) Meeting Architect,



In the book Meeting Architecture, a Manifesto (MSI 2008), (Amazon) the toolbox for designing meetings was defined. This catalogue is a resource for meeting design: a catalogue of tools. You can download the latest version for free at www.meetingsupport.org/catalogue.

If you are looking to increase the impact of your meeting, conference or event, this catalogue probably contains a few potential solutions. Depending on your objectives, this catalogue helps you to find ideas about techniques, services and tools that influence the learning, the networking and the motivation of participants. Some of these services are made-to-measure while others are pretty straightforward, standard or DIY.

The Meeting Architecture taxonomy identifies five categories of tools and they are all represented in this catalogue and even more in the Meeting Support Institute knowledgebase (www.meetingsupport.org). The five categories are: **Conceptual**, **Human**, **Art**, **Technical** and **TechnologY**. For good meeting design, a meeting architect needs to know many tools in each category. This catalogue presents, in a clear and standardised way several applicable tools or services.

Meeting architect

If you are holding the paper version of the catalogue, let me assure you that this all is available online too. We keep printing because it creates great value for specific and targeted users, and it opens unique and fast distribution channels. We print specific numbers for specific use at specific events. We will distribute them to the people we know have an interest: participants at the meeting architecture sessions like technology sessions, Hybrid meetings, meeting design, etc. All captive audiences. We don't mass-distribute blindly and so we create zero waste.

The Meeting Support Institute team wishes you a fun discovery of meeting design tools and a useful increase in the size of your Toolbox for meeting design.

Maarten Vanneste

President, Meeting Support Institute
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See video about the digital
version of this catalogue

 vimeo.com/67045715

What is The **TOOLBOX** for meeting design






When a meeting architect starts designing a meeting he or she does so based on the meeting's *objectives*. These objectives can be (or should be) very specific. There must be thousands of different objectives for hundreds of specific participant groups. To be able to select the best possible tool or service to support an objective, you need to know that this tool exists. And, there must be thousands of tools out there; so to create some order in the chaos, the Meeting Architecture taxonomy provides a basic structure: 5 categories of tools. These categories are helping to create the language we speak and to help us think about all the possibilities. Every tool out there fits in roughly one or more of these categories: it is not an exact science, but it helps.



THE CHATTY TOOLBOX

The five tool and service categories are summarized in the acronym CHATTY.

C from Conceptual, H for Human tools, A from Art, T as in Technical and TY from Technology.

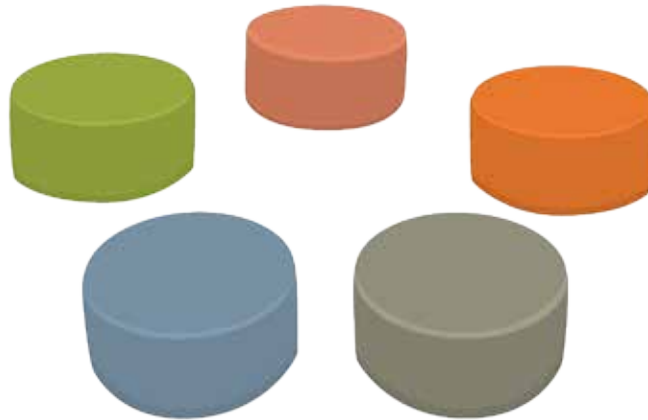
-  • Conceptual is about the meeting formats, session formats and techniques. Open Space is a meeting format, the Brainstorm is a session format and PechaKucha is a presentation technique.
-  • Human tools are Meeting designers, technicians, speaker managers, presentation designers, photographer, creative directors, producers, actors, musicians, facilitators, moderators, MC's and so on.
-  • Art can be music, the use of colour or a slogan, copy writing, a theme-video or activities like making a painting with a group, etc.
-  • Technical is, for example, audio-visual, set building, décor, furniture and simple things like pen and paper, props, costumes, lego and other 'hand candy'.
-  • Technology can be a mobile app, hybrid technology, tablet apps, webcast, social media, voting, co-creation, networking systems, ICT infrastructure, on line meetings, event management software, etc.

The more tools we know and feel comfortable deploying, the better meeting designers we become.

This catalogue aims to inform you about the companies and individuals that provide tools and services that you can use in meetings to support you and help you fulfil your objectives.

The Conceptual tools

H
A
T
T
Y

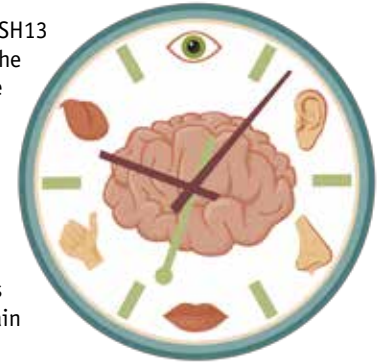


The **Conceptual** section is all about meeting formats, scenarios, flow, programs, etc. This catalogue is for professionals and companies that book a page so not so much on meeting formats yet. The Meeting Support Institute is working on a book with Session Formats and presentation techniques so keep your eyes open for that.

About conceptual

The conceptual side of meeting design is mainly the session formats, but also the overall concept, the meeting formats and techniques. Most of these formats and techniques can be used as they are, or modified to suit your specific needs. We are maybe better off with a professional facilitator but that is a choice you can make in the Human section of your toolbox. Concepts and techniques are not represented in this catalogue. There is, however, a book being produced based on what happened at the FRESH13 conference. This will provide an overview of several easy-to-use meeting and/or session formats. For a great overview of techniques we recommend the book by Ib Ravn and Steen Elsborg *Learning Meetings and Conferences in Practice* (www.meetingsupport.org/bookstore.)

Another exciting piece of information that came from the FRESH13 conference is the set of building blocks for session formats. With the entire group we ran a co-creation session using the Spotme mobile app. Within about ten minutes the group generated almost 150 ideas. All this input was sorted and a few categories became obvious. After a bit of creative work an amazing acronym emerged for these groups, the building blocks of meeting formats: 'ATOMIC Space'. And indeed a meeting format is a space where participants are like atoms. The more they move and collide with each other the better for the 'reaction'. And if atoms collide they make the sparks that lead to the fire of innovation; if all conditions are right, a chain reaction is possible.



In the acronym ATOMIC Space the letters stand for:

1. **Attendees** or group size, how you sort or mix participants, how you split them into smaller groups, etc.
- 2a. **Time:** the length, the chunking into shorter sections, the script, the flow of the scenario
- 2b. **Tools:** what (non-conceptual) tools are used like Human (facilitation, keynote), Art (music), Technical (materials, AV, demo, toys,) or Technology (ICT, apps,)
- 2c. **Techniques:** like separating friends, pair-sharing, two free consultants, etc. (see Ib Ravn.)
3. **Objectives / Output:** what are the specific objectives: Learning, Networking, Motivation. Objectives drive the session design but also shape it, so it leads to concrete output.
4. **Movement:** do we sit or do we stand, move, walk, etc.
5. **Interaction:** do we listen or also talk, discuss, question, read, sort, rank, select, etc.
6. **Change:** are we changing activities every few minutes? Or doing the same thing for the entire session?
7. **Space:** how do we use the room, its volume, surface, air, colour, ceiling-height, etc.



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www.cascadeproductions.co.uk



Alan Wight

Co-founder, producer and event designer

CASCADE PRODUCTIONS provide a content-driven approach to meeting and conference production encompassing content development, production, staging, venue selection and management and delegate communications and management.

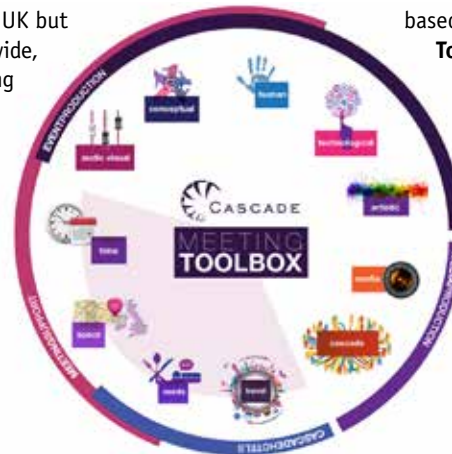
The Cascade difference lies in getting really close to clients to understand their real, business needs and applying the right techniques, tools and experience to deliver the desired meeting outcomes.

Based in Manchester, UK but operating world-wide, Cascade help meeting planners and owners achieve their objectives

through their experience of every aspect of meeting design and production, as well as their rigorous approach to programme management, budgeting, client liaison and support – and their can-do attitude.

Cascade's tight team of experienced meeting designers, planners, producers and editors has produced corporate and charitable events all over the world for audience sizes from 4 to 30,000 delegates.

Cascade provide their services based on their **Meeting Toolbox** concept which can be accessed à la carte according to the client's needs.



Thought Leadership Sessions – Creating shared vision, strategy and action



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Paul Nunesdea

groupVision are experts in helping organizations – from global businesses to non-governmental organizations (NGO) – transform *Thought Leadership* into competitive advantage.

groupVision Thought Leadership Sessions provide executive management, human resources and the corporate meeting planner an easy-to-use package of services to create meeting experiences – from executive retreat to town-hall meeting – with real organizational development potential.

We provide the appropriate platform

A Session involving just a few individuals may require no more than a good lunch and a few notepads; a global consultation involving hundreds of participants will require a more complex, network-based meeting platform, sourced from our technology partners.

As a consultancy company we are not tied to a particular groupware platform; we have the experience and the freedom to recommend the best one for your meeting event.

We design and facilitate the Thought Leadership Session

With nearly 20 years' experience, our consultants are experts at helping our clients design their Thought Leadership Sessions to maximize the return on investment and achieve the required objectives.

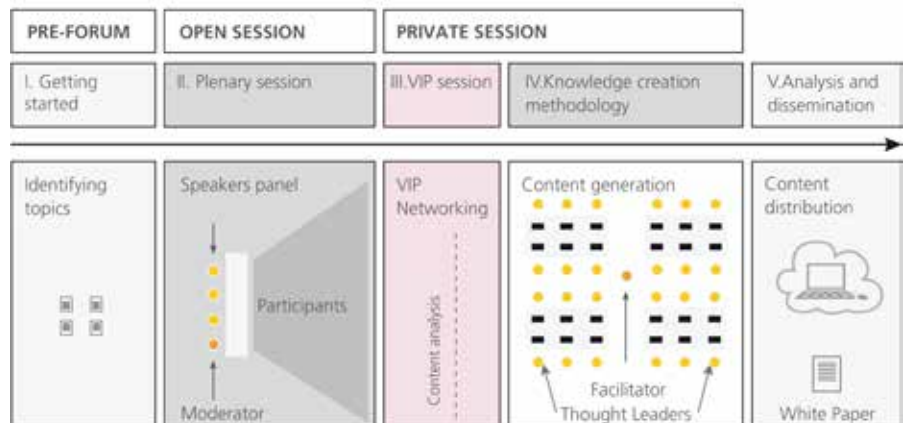
As impartial and experienced facilitators, they also ensure that the sessions remain focused and productive at all times and that any corporate “baggage” is handled appropriately.

Our experience and tools enable us to create environments where the voice of every participant will be heard equally, and without fear of consequences.

 vimeo.com/54372133



WORKING SESSION





MEETOVATION

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Steen Møller

Could this be you: *Wanted! New meeting designer for better meetings*

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Learn new tools to create participative, engaging meetings – and strengthen your skills in developing meetings that provide greater benefits to the organizer and the participants of the meeting.

Get more out of your meeting budgets – and think of your meeting as an investment rather than a cost.

Become a better internal meeting advisor – and learn to master practical tools to challenge your decision-makers and strengthen your impact on developing better meetings.

Contact Markus Diefenbach at VisitDenmark and find out more!

The Meetovation project is supported by VisitDenmark and Wonderful Copenhagen



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Joel-Zvi Chetzroni

CEO - MULTILEARNING Group Inc.

At MULTIEPOSTER, our mission is to enhance the viewing experience and discussion of scientific posters during conferences/congresses; to increase their lifespan and reach online; and to contribute to hosting greener congresses.

MULTIEPOSTER stands out in the medical conference market by being the first ePoster solution with Auto-Zooms which guide viewers into pre-defined and sequenced ePoster sections. This intuitive viewing method facilitates the reading and understanding of ePosters.

Our Auto-Zooms solution is especially good for oral poster presentations to a bigger audience since, as the presenter is speaking, the audience can focus on listening, as all

the sections are now clearly visible and comprehensible.

MULTIEPOSTER is used by medical associations around the world to allow access to thousands of ePosters in an easy-reading mode on touch-screen stations; and to generate instantly and simultaneously - at any given time - hundreds of well-coordinated oral ePoster sessions thanks to intuitive menus.

Our team of experts will be pleased to help your organization to establish a smooth transition from traditional paper posters to ePosters in order to embrace this new era of congresses, interactive presentation and learning.

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61893

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1776

ePoster presented by Poster Authors

296

Oral ePoster Sessions



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Rudy Marrero
Sales Director, Europe

Poken is revolutionizing the event industry with its innovative and simple solutions to eliminate paper waste, boost networking and generate high quality leads. Equipped with our mobile apps and NFC+ products, people can collect digital information in the real world from smart tags, and digitally exchange all their contact details with a touch. Through a customizable event community portal, and using our online content management platform, event organizers and marketers can create an interactive and exciting experience for people to engage with their marketing materials, while measuring the impact and popularity of the information they distribute offline.

SPECIALTIES

Lead generation, networking, mobile apps, touch marketing, nfc, registration and social media.

Download the Poken Magazine - All about Poken: www.poken.com/magazine



vimeo.com/19491909

Driving your meeting objectives



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Danny Stevens
CEO – RocMe and EventDrive

Finding the right software tools and suppliers to organize all of your event communication and interaction can prove to be a time consuming challenge.

RocMe offers you flexible service packages scaled to fit your needs by bringing together the latest technology tools, partners and the know-how of an experienced team.

RocMe will help you to define your meeting objectives, invite the right people, manage all the content, getting your attendees registered and engage them in the process.

If you are overwhelmed by information before, during and after an event that is scattered around over numerous databases and Excel lists, RocMe and its innovative technology and team of experts will help you manage your information flows which is the most important premise to reach your event goals and get true return and a clear view on your results.

RocMe will do the job for you - with you!



Driving your meeting objectives!





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PREPARE

to **design** meetings better: their ingoing position expectations, tips, reflections, topics, experience, suggestions..



MEETING

to **harvest** the very many ideas during world café like process or from those online



Crowdsource your meeting?

Simply link your meeting attendees or target participants for a stimulating one hour online chat conversation and gather a wealth of data including peer validation. This way you'll engage them and know what they think, expect, how they talk about the topic before your meeting, so you can design it better. Or you simply can harvest brainstorm ideas from large groups present

or from those online in a hybrid meeting set up.

How does it work?

This crowdsourcing happens through online **real time discussions** where participants sit behind their computer or tablet in the privacy of their own office or for typically one hour. They follow a **moderator** who asks for their views and ideas, and where they give their own, react and vote on others' comments in complete **anonymity**.

This interactive discussion is fully scalable (**10-1000** participants real time) thanks to its clever virtual table setting and migration algorithm: strong ideas move on to more tables while weak ideas stay local.

The end result is the peer validated short list of most important ideas: the "synthetrons" (from "**tron**"= element of **synthesis**)

Practically?

As meeting organizer you co-moderate the discussion. We bring an unique tool, a thorough methodology, backed by many years of experience with A-level clients throughout the world, an international team and efficient process with as short as 2 weeks turnaround time for deep insights to help making you meetings better engaging very many upfront during or after your event

Synthetron discussions are held in German, Dutch, French, English, Spanish, Brazilian, Russian and Italian.



FRESH conference

The FRESH conference is the annual gathering of meeting professionals who want to create innovative meetings and events, refocus careers and to shape the future the meeting industry.

For a few days at the beginning of each year a growing group comes together to learn, share and network around meeting effectiveness. The focus changes each year and the coming FRESH14 will focus on the people, the experts and the professionals we can work with in meeting design.



This interesting mix of people joins in exciting sessions, innovative experiments and fascinating discussions. The greatest value of FRESH is that the people that come from about 20 different countries; all senior planners meeting designers and suppliers of the latest tools and technology. They meet, mingle and bounce against alternative or even opposing ideas creating a pool of amazing encounters.

present people

By actually using the tools, experiencing the formats and seeing the alternative presentation techniques, etc. all participants leave energised and full of new ideas and motivated to re-invent their next meeting or event. This unique group co-creates, the next steps in the development of meeting architecture. Finally, a fast-paced learning carousel gives participants a serious update in their knowledge of the latest tools and technologies.

The FRESH conference provides a dynamic platform to start many new professional friendships, business relationships, project developments and more.

Are you interested in meeting formats, edu-tainment, the latest in creative production, the newest in AV, hybrid meetings, social media and much more? One place to see the future: the FRESH conference. Follow www.theFRESHconference.com and #FRESH14 let's design effective meetings.

COPENHAGEN, 26-28 JANUARY 2014

fresh

designing **effective** meetings



MeetDenmark



Event Partners:



FRESH is organized by:



The Human tools



The **Human** part of the toolbox is about facilitators, the expert: technicians, designers, entertainer, etc. In this catalogue you will find a selection of those, including meeting designers, exhibition consultants, hybrid facilitators, online moderators, creative producers, technical directors, ROI specialists, social media expert and more.

The acronym we use here to remember all categories of 'human tools' is simply **ABCDEF** the first six letters of the alphabet for Architect, Builders, Communicators, Designers, Edutainers, Facilitators.

ABCDEF



A for Architect: Meeting Architect, meeting designers



B for Builders: those involved in the construction, AV, electricity, audio-visual, stage, decor, etc.



C for Communicators: educational designers, subject matter experts, message development, copywriter, speakers, etc.



D for Designers: the creative gang that design a set, a logo, a presentation, illustrations, staging, production, etc.



E for Entertainment: preferably edutainment (educational entertainment), including magicians, MC's, actors, musicians, acrobats, jugglers, etc.



F for Facilitators, moderator, etc. those that manage the processes on site like facilitators, moderator, etc.



AAAAHA! THE ACTOR FACTORY

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The Hague, Netherlands



Erik Peekel, creative

Meetings bring people together. How can you give your participants an active role? How can you persuade them to actively share their experience with others?

Aaaaha! the Actor Factory produces session formats that do the trick. We work throughout Europe and are proud to be a sponsor of FRESH14.

A few examples:

Wall-report: artists create a report using pictures and text. They cover a full wall which can then be placed in a company restaurant or reception area to make the effect last.



Perfect Match: Actresses actively match participants one-on-one. They collect the business cards on their dresses, in that way they are a walking list of participants: "Who do you want to meet?"



Superbrainstorm: Speeddating meets talkshow. Participants share their best ideas one-on-one. Our moderator then makes sense of it.



Creative consultant for exhibition booth impact



John Blaskey

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Altrincham, UK

The Exhibiting Agency empowers exhibitors to deliver excellent, objective-driven results from exhibiting at trade and consumer fairs - guaranteed. Run by 'exhibitology' (understanding exhibiting) expert John Blaskey, the group provides services to all sizes of exhibitors, exhibition organisers and trade associations on a global basis. Examples of services are: strategic, value-focused consultancy based on a 20-point model and including measureable post-event ROI analysis; individual or group session exhibitor coaching for greater personal effectiveness; and a complete solution where John's team will, in addition to the above, man your booth either with or for you to a precise brief and exceptional standard using professional 'spotters' to engage with people in the aisles, quickly and accurately qualify them and then 'feed' them either to your own staff or to an Agency presenter. As an example of the type of return-on-investment The Exhibiting Agency can deliver, a recent client increased booth visitors by 216% on the previous year's event, of which over half committed to a follow-up meeting.

Meeting designer



Alain Chanavaz

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Paris, France

My main task is to help to develop the overall vision of an event for a client and transform that vision through the execution of practical and realistic solutions.

I try to be the link between the needs of an organization and the production team of an event, to ensure proper implementation of the different solutions.

After 22 years in the Meeting Industry and being involved in the organization of hundreds of events all around the world, I have acquired the experience that enables me to shape, design and plan key aspects of a meeting and so to develop and execute a solution strategy and business plan that supports event growth.



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I work closely with meeting professionals all around the world providing strategies and solutions to organize innovative meetings, mixing new technologies with interactive and engaging methodologies. EVENTagist's strong point is the community. It is a new cross-disciplinary international network made up of meeting professionals with fresh ideas; a mix of talent, experience and knowledge that makes the difference in the services we provide.

My clients and partners are out-of-the-box/forward-looking thinkers, they are meeting owners and organizers that want to innovate their events applying the most advanced solutions. Passionate about and specialized on new technologies and creative marketing strategies, my expertise ranges, particularly, on hybrid meetings, social media campaigns and all the web, mobile apps and tech-tools that can facilitate the life of the organizers and make a difference giving them a competitive advantage.

And just because I know how hard it can be to approach innovation and technology, I also write, teach and speak about them at conferences and trade shows dedicated to our industry. Follow EVENTagist or connect with me on my social media channels.
@EVENTagist - @contivecchi



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My clients book me to help design their meetings and make them more people centric and result oriented. We get involved at the conception phase and stay on board until after the meeting or event takes place.

I help participants to be more involved and supportive to the desired processes at our clients meeting. Mainly during the meeting we help to improve the participant's interactive participation in a process that leads to co creation and learning from each other. By designing well, the impact on participants grows significantly and they go away with more knowledge and the energy and will to do something new. I am an ideal interim adviser that creates value based on decades of experience with hundreds of meeting.

▶ vimeo.com/42617021





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At Access All Areas I design all technical aspects of international high-class meetings and conferences. Each project gets the full attention and care that it takes to bring out its full potential and secure the initial goals and objectives of my clients, with whom I have established long term personal relationships.

An open minded team spirit and an inspiring working relationship with my clients underlie all of my activities. Flexibility, knowledge, responsibility, efficiency, cost-effectiveness, and endurance are other key-words that describe my dedicated approach as an independent consultant.

My preferred working practice is to conduct thoroughly executed on-site research, which enables me to recommend the best solutions to implement all that it takes to realise my clients' goals.

I have invested in new technology processes in order to meet all of tomorrow's demands. My company gives access to all areas needed to design and produce successful and memorable meetings, events, and conferences.



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www.rosagarriga.net
Barcelona, Spain

I am an Events professional with a special interest in designing effective meetings whose results are measurable and aligned with an organisation's strategic objectives. A doer with an eye for detail, flexible and abreast of current industry trends, who is always ready to apply creative thinking to business challenges and opportunities.

I combine my work as a trainer and ROI consultant with different projects related to meeting design. Working with clients from Europe and the United States, I research and implement solutions to create more effective meetings, from speaker coaching to the use of interactive meeting formats.

In my role with the Event ROI Institute, I coach companies and associations in the implementation of the ROI Methodology in their organisations, setting objectives and measuring results. Clients come from a wide range of industries, including the pharmaceutical and medical sectors.

I am also a lecturer and speaker at several universities and industry events (EIBTM, the FRESH conference, Universidad Complutense de Madrid, ESDEN, Universidad Europea de Madrid, etc.)

▶ vimeo.com/66810087





Dr. Elling Hamso
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www.eventroi.org
Sandnes, Norway

As Managing Partner of the Event ROI Institute, I speak, train and consult on meeting design and measurement. I apply the ROI Methodology for setting objectives, designing the learning experience and measuring results.

Designing events for high ROI is first of all a question of setting the right objectives, then the results will follow. When most meetings and events fail to meet their potential, it is often because those who planned the programme were not entirely clear on what specific and measurable objectives were to be met. Objectives are set at six levels, including the learning experience and behaviour objectives needed for the event to have an impact on the bottom line of the corporation or the mission of the organisation.

The ROI Methodology is, for many, a different mindset for the planning and evaluating of meetings and events. The primary focus is on participant behaviour after the event, what will he or she do which adds value to stakeholders? Without such behaviour, the event has no value.

▶ www.youtube.com/eventroi



Gerrit Heijkoop
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How-Can-I-Be-Social.com
Amsterdam, The Netherlands

Gerrit Heijkoop (1980) is an entrepreneur with a passion for technology, events and public speaking; establishing his experience connecting online and on-site audiences since 2009. A familiar face in the international meetings industry as a speaker, moderator and interviewer; both on- and offline. Known for his enthusiasm and always striving to keep matters simple and meaningful.

I have a master's degree in Systems Engineering and Policy Analysis at the Delft University of Technology in the Netherlands. Shaped and formed as a management consultant and project manager at Boer & Croon Consultancy firm, Gerrit then followed his passion for the events industry.

I am involved in the international FRESH community, board member of the Green Meetings Industry Council (GMIC) in the Netherlands and is an active blogger. Since January 2012, he has been Executive Partner of How Can I Be Social (HCIBS), a digital communication agency, all about sharing inspiration.

▶ vimeo.com/42823708





Ruud Janssen, CMM
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Basel, Switzerland

I have a deep passion for, and global hands-on experience in, strategy and actioning innovation for membership based organisations across the world. I specialise in captivating, cultivating and elevating online and offline dialogue with and for my clients. I'm humbled to have just been nominated as one of the 9 most Influential Meeting Professionals who are shaping the Future of the Global Meetings Industry (as nominated by peers - One+MPI Magazine).

I enjoy creating and delivering purpose-built participant-led sessions and formats. I have designed and delivered hundreds of programmes in over 45 countries across the world. Examples include legendary meeting formats such as:

- The Solution Room (in collaboration with Mike Van der Vijver of MindMeeting and MPI),
- Hybrid Chocolate/Wine tasting workshops
- Live autopsy Formats to dissect case studies and customer problems

I am delighted to be an accredited MPI Global Trainer and co-founder and curator of EventCamp Europe and TEDx (youth) events.

▶ vimeo.com/8887212



John Leveranz
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Antwerp, Belgium

I am a freelance director with extensive history of creative video documentation of corporate and professional meetings throughout the U.S., the Caribbean and Europe. A good video report captures the essence of a meeting and it helps participants remember the key messages. An other application is a creative and fun summary, generating a few laughs and a nice reminder of a conference.

I have also for many years directed all audio visual elements and stage management of large venue plenary meetings in convention centers throughout the U.S. and Canada. A good plenary session needs a director to direct the technicians, make sure everything start in time, help speakers, etc.

A good plenary session needs a director to direct the technicians, make sure everything start in time, help speakers, etc. I also help with the building of the equipment which needs to be done in a timely and safe way.

▶ vimeo.com/12426945



Masters in Moderation

We facilitate your meetings & conferences

MASTERS IN MODERATION

+31 6 46 113 994

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www.mastersinmoderation.nl

Mijdrecht, The Netherlands



Jan-Jaap In der Maur

Masters in Moderation believes that an expert, professional moderator can help make your meeting more effective, fun and worthwhile. From experience we know that every conference has its unique characteristics and that's why we gladly help you make the perfect match between your goals and our facilitators.

For your meeting or conference, you want a facilitator who can build bridges and bring about real interaction. A moderator to look for new angles and different viewpoints. A professional chairman who will help you sharpen the content and format of your meeting. You want a host who will create exactly the right atmosphere. Maybe even an interviewer, who is neutral yet critical, and who will ask the right questions at the right time.

Each group – large or small – is unique, just like every host or mediator: the one being

more of an entertainer, the other excelling in a journalistic approach to the subject. The host on the one hand, the debater on the other. Some of them are 'agents provocateurs', other 'cooperative connectors'.

Making the right choice is an art, not a science. Masters in Moderation will help you make the perfect match, to provide your meeting with the right style and tone-of-voice.

Our facilitators speak English, French, German, Italian and Dutch. They will help you translate your goals into an effective program, choosing the right format for every component.

Masters in Moderation is your event architecture put on stage.



Hybrid meeting designer - Social media reporter - Host



Gerdie Schreuders

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Twitter: @Gerdie

Leiden, The Netherlands

I design (hybrid) live and online meeting experiences. I started in 2010 with TweetReporters and today, hybrid talk shows are the buzz. Do you want to expand your audience; save travel and hospitality costs; capture and share content? Then consider making your next meeting hybrid!

I can help you recruit online attendees, communicate with your speakers and participants, design your interactive meeting and manage your live streaming; I work with an experienced hybrid event team with technicians, virtual MCs (hosts) and social media moderators.

I understand the unique opportunities social media offer to enliven events. Since 2010 I have tried and tested my formula in over 50 events, for corporates, associations and NGOs. I was nominated "most influential person in the event business 2011 and 2012". I am a coach and trainer in the field of social events and hybrid meetings.

My biggest compliment so far: a meeting participant aged 84 and able to join and interact online!

 [vimeo.com/54357415](https://www.youtube.com/watch?v=54357415)



Creative meeting designer and coach



René Vanhove

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www.emc-lascena.be

Antwerp, Belgium

I want you to be mightily proud of how you tell your story; that's why I produce live communication projects - from the first brainstorm, through concept, pre-production, budget and production to on-site direction. Started in the middle-ages...

I studied music and drama at the Herman Teirlinck Studio. Seems to be an unlikely background but... it isn't! A stage is the place where you learn how to tell the story. Surrounded by all kinds of input and techniques. A real trade. So I worked for seven years in the music/drama world and started with B2B/C productions in 1991. Worked across the globe. A never ending story? Who knows? By the way: *"passion, emotion together with the right content are the basic ingredients in order to make sure that the message is understood"*.

I create value for the target audience. What you learn, who you meet and what you will do different afterwards are the real drivers for organizing a live communication moment and the real power of conferences, meetings and B2B/C events. Added value for the participant; a positive effect within the organisation; a measurable return on investment.





The ROC is a full-service marketing and live communication network specializing in events, meetings, conferences and incentives.

Finding the right venue, brainstorm, creating your perfect invite, consult you on your technical wishes, manage everything on site and deliver an honest debriefing; we can take all or some of these elements off your shoulders. You can always count on our experience and creativity for big shows, a small gathering or anything in-between.

Starting from your objectives and your messages, we listen, ask questions, brainstorm and create with you the perfect meeting. By building a balanced agenda with the right speakers and tools, we maximize your impact and your return.

If you are an event organizer or agency, temporarily understaffed, need help on a production, would like to brainstorm or need somebody on site, we can deliver these services in and under your name.



Notes

[illegible]

CH T Y

The Art tools



In the **Art** section of the toolbox you will find actors, edu-tainers, musicians, visual facilitators and so on; a section of limited size that is expected to grow over time. Not just entertainment, but entertainment with a message - facilitating the learning and networking.



MAGENCY

Lara Jordan

Media Strategy & Business Development

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Facebook: Magency Digital

Magency specialises in creating innovative and experiential tablet solutions for corporate events, which includes a platform of over 100 pre-built apps, a custom-made branded interface, and up to 1,500 iPads for rental.

Internet connectivity is often a concern for clients, so Magency has its own local server, ensuring that there are no connectivity issues, and that all data is totally secure. Data is collected throughout the day as attendees interact with and enjoy Magency apps, with all data collected available to clients at the end of the event.

Whether your event consists of 5 people or 6000+, Magency provides a dedicated, experienced team to work with clients at all levels, utilising the agency's talent in creating over 200 fun and interactive events throughout Europe in the last two years.

In addition to providing all the basics (PDF Reader, event agenda, maps, a note taker, instant messenger), Magency has created their own, interactive apps to facilitate team building and boost participation. Some of these apps include:

Who's Who: The Who's Who allows clients and attendees to have a personalised contact book to use and take home. At the beginning of the event, participants are invited to construct a personal profile on their tablets by taking pictures of themselves and complete a quick personal fact sheet.

Brainstormer: All event participants are working and contributing to the development of valuable ideas around a single topic of discussion. The most popular idea is then exchanged with another group, who work to enrich the other group's opinions.

Question Wall: Ask guests open-ended questions on specific topics. Participant's comments are displayed in real-time (with the ability to moderate). The most popular opinions emerge naturally with the "like" feature.

Buzzer: Challenges your participants like a game show. The buzzer is controlled and moderated by the trainer, who can test the knowledge of your participants.

Live Voting: The speaker invites attendees to connect to a voting session on their tablets. As participants click on their preferred answers, results are displayed in real-time, in the form of histograms, on a main screen.

To learn more about how Magency can help your event contact Lara Jordan at lara@magency.fr

 vimeo.com/66795910



Kiss^{the}frog

KISS THE FROG

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Kristine Nygaard

As winner of the 2012 inaugural FRESH award, the role of the graphic facilitator has gained a significantly higher profile within the meetings industry.

More and more companies are recognising the advantages of capturing and presenting information in a more visual way by combining words, graphics and colour. This approach to facilitation helps to improve people's understanding, communicate messages more effectively and importantly, bringing ideas and information to life by design, symbols, metaphors and storytelling

Kiss the Frog offers three levels of engagement at meetings events as a

- graphic recorder
- graphic facilitator
- graphic sparring partner

The graphic recorder attends the lecture, the event and works as a visual notetaker, translating precious knowledge into drawings making it more accessible to participants. Illustration combined with graphics gives an overview of the meeting topics, and helps the audience to remember the essence that could otherwise be lost by words alone.

The graphic facilitator ensures that visual notes challenge participants by breaking down barriers, freeing them up to think in a different ways to solve issues and problems. The graphic display from the output of the group often results in a strong sense of ownership.

The graphic sparring partner delves deeper into the meeting design phase by facilitating the meeting architects and other clients in the process of visually describing goals and outcomes for their event.

 vimeo.com/56989128



Roy Zaltsman

ROY ZALTSMAN

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Roy Zaltsman

Telepathy-Live!

As a mentalist, I am gifted with a deep understanding of nature's most wonderful creation, the human mind. This grants me uncommon capacities of perception and insight, including advanced intuition and heightened mental abilities.

These skills make me an ideal host for corporate meetings, trainings, trade shows and after-dinner speaking, as I incorporate other facets of my presentation into a seamless and riveting exhibition that is customized for each client.

I have performed at over 2,000 events in 16 countries and have been mastering the art of mentalism for over 20 years, electrifying

audiences all over the world as well as attaining the unreserved respect of the mentalist community along the way.

Watch as I captivate your audience with my gifts; unlock the potential of your workforce through my memory enhancement courses; and train executives in persuasion techniques that will help them better manage personnel.

Through mentalism, I will spark your curiosity by unveiling the grandeur of the human mind in compelling fashion.

I am Roy Zaltsman and my purpose is to stimulate your mind.



CHATY

The Technical tools



The **Technical** section is about things you can touch, but that are not dependent on a computer, tablet or smartphone. Think stage, set, decoration, furniture, toys, pens and paper, lighting, sound, screens, and the like.



ABBIT MEETING SUPPORT

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www.ABBIT.eu



Maarten Vanneste

Abbit meeting support is a team of professionals assisting companies on producing the content side of meetings, conference and events. We work all over Europe for companies, associations and agencies overseeing AV, production and meeting design.

We make sure the AV basics are in good shape and work reliably. We also create sets, opening moments or theme videos whilst even helping out designing session formats for interaction, co-creation, and other crowd activation methods to make meetings work.

By taking care of the basics in a consistent way, year after year, Abbit provides a good foundation to build and innovate any conference or event. The technology, hybrid meetings, webcasting and mobile apps can function well if the basic AV and the presentation environment run smoothly.

The Abbit team is a true one stop shop for meeting-design, AV, production, print, ICT, staging and technology. Our in-house services cover 95% of your meeting support needs and our meeting support managers coordinate it all as your one contact person. This takes the stress out of ever changing product, price and people, leaving you to handle the essential work that needs your attention.

If you need basic AV for one room or special sessions with webcasting and presentation management: interactivity or crowdsourcing - for both on-site and on-line groups of participants - ABBIT is the team to turn to.

Abbit leaves participant logistics to you or to a partner and focuses on what creates the impact of your meeting: well informed and well-networked participants that go home engaged to your messages and goals.

vimeo.com/39337748





AV ALLIANCE

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The world's leading event technology rental specialists give you the AV Alliance: a network committed to perfect service and quality at the highest possible level.

Meeting planners recognise that the success of their events depend significantly on the standard of audio visual media selected and the way which they are put to use; looking for companies that can deal professionally with all aspects of the production from lighting, video and audio to IT, communication and rigging.

AV Alliance, the world's most comprehensive event technology network, has an enviable track record of completing over 58,000 individual projects via their global network of 57 event equipment companies, spread across 74 locations in 36 countries, covering six continents.

With a combined staff of 3,734 and total warehousing space in excess of 276,074m², AV Alliance only recruit companies into the network who meet stringent international standards.

This guarantees clients' are assured of a reliable and consistent first class service, backed by competitive rates whichever company is chosen, whether in Dallas or Dubai, Mexico City or Melbourne, Copenhagen or Capetown.

To learn more about the AV Alliance and how we can help create a meeting, however big or small, visit our website www.alliance.com

 vimeo.com/42522937





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www.barco.com/clickshare



Michael Geeraert

Business Development Manager

SINGLE-CLICK MEETING ROOM PRESENTATION SYSTEM

With ClickShare, getting your presentation on the large meeting room screen is just a matter of connecting a USB-device to your laptop PC or MAC and clicking the button.

MORE CONFIDENT PRESENTERS

Click and you're on-screen. It's that simple. No matter how sophisticated the AV equipment in the room seems, ClickShare handles all of the technology overhead for you. No matter if you are a Mac or a PC user. Cabling, and all hassle that comes with it, is a thing of the past. This allows people to present with confidence - without worrying about technical issues.

COLLABORATION MADE EASY

ClickShare introduces meeting room democracy - where everyone has the opportunity to be on-screen. Up to four people simultaneously. This enhanced collaboration will change meeting dynamics forever.

ALWAYS THE RIGHT RESOLUTION

Connecting a ClickShare Button to your laptop does not change your screen resolution. The days of weird-looking screens produced by re-connecting a video cable are over. ClickShare's intelligence makes optimal use of both the laptop's and the AV system's highest resolution to display the sharpest possible images on-screen.

 vimeo.com/59574343



Wireless instant sharing from any device
(pc or mac, android & iOS smartphone or tablet)
with the click of a button



Connect



Click



Share





BEMATRIX

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Stefaan Decroos

Partner (Sales – Finance)

beMatrix® is a modular wall system, perfectly suited to the meeting and events industry. beMatrix is a fast and flexible system that is great for modern and creative constructions. It requires no tools and is easy to install. With a large choice of sizes and shapes it supports the most creative of ideas.

The FRESH conference in Copenhagen has demonstrated the use of these frames in a number of sets. The FRESH13 set (below, left) maximises the projection surface that beMatrix creates by using not only the screen, but the side frames as well.

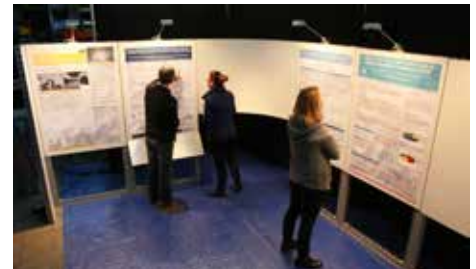
Many conferences also include a small exhibition and many events require furniture, walls, signage and temporary spaces: beMatrix offers all the components to build any of these. A series of standard booths (below, middle) looks really modern and clean and is quick to build. Panels can be either textile or hard – which can be printed or foiled.

Using curved frames, a simple space can be created for small meetings: the curved corners act as acoustic projectors, making small presentations in a loud environment surprisingly clear, even without loudspeakers.

For medical conferences, posters will always remain a great education tool. beMatrix frames are ideal for poster displays (below, right), but with that little extra - thanks to their high-quality finish.

In short, beMatrix has a lot to offer for meeting and event designers; while for AV companies beMatrix is a good investment that needs no construction skills and makes clients happy.

 vimeo.com/7096009





DATATON

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Fredrik Svahnberg
Marketing Director

Daton has proudly served the international AV industry for the last 40 years, leading the way with innovative, user-friendly presentation technology for event production, entertainment and business sectors, visitor attractions, digital signage and scenography. Our flagship products for the events industry include: award-winning Dataton WATCHOUT™ multi-display production and playback system; WATCHPAX, a discreet, performance-optimised media player with built-in WATCHOUT; and the intuitive PICKUP audio guide.

WATCHOUT lets you orchestrate stills, video, live footage, sound, animations and graphics on a single screen or multiple display areas. Wrap your WATCHOUT show around the room, map it on buildings or objects, add live interaction from presenters and the audience, and make each event memorable. Software-based, scalable and packed full of powerful creative features, like stereoscopic playback, WATCHOUT is used in virtually every kind of meeting context from society weddings, to high-profile conferences, to awards ceremonies, to great parties.

In 2013 we introduced WATCHPAX, the first dedicated media player for the WATCHOUT system. It gives systems integrators, live-events professionals and show designers all the capabilities of WATCHOUT in a neat plug-and-play solution – so you can put all your energy into creating great content for an outstanding event. Dataton's sleek PICKUP audio guide system for exhibitions, tours and events can also be used with WATCHPAX and WATCHOUT visuals, providing immediate audio sync to shows.

Learn more about Dataton, WATCHOUT, WATCHPAX and the PICKUP audio guide system at www.dataton.com. Besides the free full version of WATCHOUT software, you'll also find some great examples of how our customers are constantly pushing the creative limits, and succeeding!

vimeo.com/34921767





MUSION

Giovanni Palma, Ceo

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www.musioneyeliner.blogspot.com

www.facebook.com/Musion3d

A Holographic Reality

Futuristic, incredible, amazing and cost effective – these are the most common adjectives used to describe Musion's 3D holographic technology. For over ten years, Musion has been providing the enterprise with a presentation platform pulled straight from the future.

Meetings with Musion are no longer static, two-dimensional affairs. Instead they are truly engaging, personal and intimate – viewers feel more connected with the content being displayed and more inclined to retain information.

A Range of Content

From business information floating in mid-air to presenters beaming in from remote locations for full size, real-time holographic presentations, Musion makes meetings magical. Its simple projection technology is compatible with content of every type, while ensuring interoperability with standard computing equipment and meeting platforms.

Unleash your creativity with a platform used by companies like GE, HP, Microsoft and countless other leading brands and businesses.

Benefiting The Business

Use pre-recorded holographic presentations or surprise audiences with a full-size presenter who directly interacts with audience members. Musion helps reduce travel costs, saves executives time and creates a meeting that is extremely memorable.

Show potential customers into a meeting environment they have never experienced before. Bring your business into the future with Musion.

Musion 3D Features

- Full scale, real-time, ultra realistic 3D holographic technology
- Extremely cost effective with long-term ROI
- Easily integrated with existing IT equipment and legacy networks
- Project content that would be impossible with other projection technology
- A simple, intuitive platform with long lasting impact

 vimeo.com/7096009





PSAV® PRESENTATION SERVICES

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Robert Reed

Global Sales Manager Europe

PSAV® provides legendary service and innovative technology to create memorable experiences for planners, producers and customers across the corporate, association and special event markets. Combining local expertise and the broadest array of event technology, PSAV offers more resources in more places than any other audiovisual partner.

PSAV employs more than 4,500 full-time, highly trained professionals in 1,200 destination resorts and hotels throughout the U.S., Canada, Mexico, Europe and the Middle East. Within PSAV Europe, we provide event production services as the in-house team for hotels and resorts in the UK, France, Germany and Monaco, with additional support available from our dedicated Global Sales Team assisting our clients worldwide.

PSAV Europe works with many of the major hotels across the continent, such as The Savoy, The Dorchester, The Langham, Four

Seasons, Claridges in London, George V in Paris, Hilton Frankfurt Hotel, The Westin Grand Munich and Fairmont, among others. But PSAV is more than just the in-house audiovisual team; we also provide full production services anywhere to our clients, such as Apple, Pfizer and Abbott Laboratories.

Provided with a hospitality approach, PSAV offers stage design, HSIA, virtual events, power distribution, rigging, mobile solutions, 3-D renderings, and more. For more than 75 years, we have worked hard not only to stay in front of the technology curve, but to set the industry standard by developing and offering exclusive technologies, including our Interactive Video Wall, our SwankDraw® on-site rendering app, and the Content1™ presentation management system. Our meeting prowess is further enhanced by our paperless meetings concept, which combines mobile event apps, interactive iPad technology and HD virtual conferencing.

 vimeo.com/42323604





ZENDSTER BVBA

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Hans Mathieu

Zendster is the expert team in live streaming, bringing your conference live to people anywhere. We accommodate businesses with reliable, flexible and creative technology solutions to provide content over the internet, live and on-demand. We deliver the knowledge, experience and high-end equipment that turns the delicacy of live streaming into a true "live" experience for online audiences. Without worries, nor failure.

Zendster is not a technology company: we act as clients' partners to make the most out of events.

BENEFITS OF LIVE STREAMING

- Reach more people, physically and online
- Consistently spread messages around the globe
- Open up for the public
- Reuse content, over and over again
- Give your brand that extra boost with innovative technology
- Save time and money as travelling is no longer an issue
- Reduce your ecological footprint

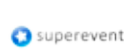
Zendster is headquartered in Antwerp and mainly operates in Benelux, Germany and France. We have successfully helped international enterprises, agencies, event organisers and technical partners to make their event live available to people worldwide.

For more information contact
info@zendster.eu





Follow: www.theFRESHconference.com and **#fresh14**
designing effective meetings



Event Partners:



FRESH is organized by:



CHAT
Y

The Technology tools



The most dynamic section in this catalogue is the **Technology** one: anything that essentially runs on, or is based on, a computer, tablet or smart phone.

Lots of innovations in mobile apps, registration systems, online services and networking - but also Wi-Fi specialists, interaction technology, co-creation systems, with more innovation being created every day.



C4B SOLUTIONS

Glasgow, UK

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www.bizvento.com



Harshdeep Singh
Director of Sales

C4B Solutions is a Glasgow-based company developing an innovative software solution: Bizvento. Founded by management and technology professionals with over 30 years of global experience, it sets out to revolutionise the global event management and event networking industry. Employing innovative technology, Bizvento aims to improve key aspects of event management, as well as the professional networking activities of event attendees.

Via a web platform, Bizvento offers event organisers unique functionality to monitor and market detailed event analytics. Event attendees will be provided with an interactive mobile solution to keep up to date with all event information and to increase the overall performance of their professional networking activities.

Bizvento is a reusable and easy to set up solution that supports the creation and management of events, and the sharing of event-related information on mobile applications.

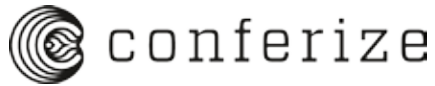
But, at the same time, it is so much more. At any time, event organisers will be able to communicate with event attendees, in real-time, to receive feedback or to provide notifications.

With Bizvento, event organisers are finally able to manage events pro-actively, save costs on printed material and reduce the overall carbon footprint of any event.

But that is not all: your event attendees will directly benefit from Bizvento: this mobile application employs context-aware matchmaking, keeping track of who is at the event and recommending the best business contacts to make. In-app communication allows meetings to be arranged between matched delegates, while a unique indoor-positioning system makes it easy for your delegates to locate the people they want to meet.

Augmenting your delegates' event experience has never been so easy.





CONFERIZE

Copenhagen, Denmark

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www.conferize.com

organizers.conferize.com



Jon Schäffer

CCO & Co-founder

Create successful events with your speakers, sponsors and delegates.

With Conferize you'll be able to set things in motion like never before. Engage your speakers, sponsors and delegates in content sharing and social networking. Let them help promote your event and create a world-class experience for your target audience.



Promote

Reach out to a global audience waiting for your event.



Engage

Build an online community and engage through content and networking.



Sell tickets

Boost ticket sales with one click to your registration system.



Measure results

Measure ROI and get unique stats about your community



DIGITELL

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James Parker

President Digitell, Inc.

Digitell, Inc. offers a variety of successful internet broadcasting solutions including Hybrid Events, Virtual Events, Live Streaming, Webinars, Session Re-Broadcasts and content archiving for On-Demand Access.

Our platform, ProLibraries Live, is fully branded and customized with features such as Q&A, Polling, Chat, Note Taking, Alertness Checks, Twitter and a full CE accreditation process module that can integrate seamlessly with any system.

Digitell's Live Streaming and Syndicast services can stream your content to any mobile device, any web site or any portal for full distribution of content. Use your content to turn your exhibitor's web sites into a live event portal via Digitell's Syndicast Service and watch your revenue and attendance reach significantly higher levels. Move your Webinars to Digitell's platform for a simple and easy yet state-of-the-art solution.

Since we develop our own platform, we can fully customize and brand your Webinar Player with your image and message, with

plenty of opportunity for a sponsor's logo and message. Digitell's Webinar player allows you easily to play movies and embedded videos for a more engaging presentation. When your Webinar is over, Digitell offers a full spread of detailed reports allowing you to analyze and manage your Webinar business.

ProLibraries.com is the ideal portal for On-Demand and Archiving of content. With over 55,000 educational lectures from over 200 conferences, your content will get maximum exposure to new markets. A complete hosting, e-commerce and marketing portal, ProLibraries.com provides your organization with powerful content distribution options. Complete with modules that include an online syllabus, electronic evaluations, an automated CE process, a planner and scheduler and a multimedia exhibitor directory, ProLibraries.com will meet all your content hosting and delivery needs.

Digitell, Inc. offers you a complete and successful online event solution at a price that fits your budget.



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Lawrence Coburn
CEO and Co-Founder

Bring your events from good to great with a branded mobile application by DoubleDutch. The app encourages attendees to interact, share activity, and access event information, directly from their mobile device. By processing every tap in the application, DoubleDutch generates actionable insights that help event organizers ensure that each event is better than the previous one.

DoubleDutch provides everything you and your attendees expect of a mobile app, and layers-in game mechanics to get maximum app engagement.

The first to bring a data-driven technology approach to the event industry, DoubleDutch customers include SAP, AMEX, Box, Cisco, Dell, 3M, IDG, Estee Lauder, and many more.

Multiple events, one app

Host multiple events, all within one app. With just one app store submission and one app download, you can get multiple branded event agendas in the hands of many happy attendees.

Custom App Layout

Design your app to look exactly how it should. DoubleDutch makes it easy to

fully customize the branding of your app and easily configure app layout.

Reporting & Analytics

Identify which sessions, speakers, and exhibitors are buzzing, and which ones need extra attention, before it's too late. Follow a digital trail of attendee interests and behaviours. See what people actually care about, using your mobile app engagement data.

Badge Scanning for Exhibitors

Exhibitor booth staff can scan attendee badges directly from within the app. The list of scanned leads can be accessed in the app in real-time. Easily import leads into your CRM or marketing automation system post-event.

Integrations

Marry your mobile event app with your event registration system, and with social media. Social media integrations are also available - link app profiles to Facebook, Twitter and LinkedIn to publish updates from one central hub.

Our products are used and loved by many of the world's most innovative enterprises, tradeshows and associations. Learn more at <http://doubledutch.me>





EDISON

Parthen Meeting Services
Amstelveen, The Netherlands
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www.uredison.com



Jaap Bakker

Edison is a new HTML5 software package from Parthen meeting services, providing organisers and planners with a unique, easy to use registration platform that has its own currency – you buy and pay with credits! Jaap Bakker, Managing Director of Parthen Meeting Services explains that “we have created Edison with a new way of working – agile development; a method based on short cycles and incremental development, which allows us to deliver a new product/version in a short time.”

EDISON FEATURES

Easy start

Set up your event in seconds; enter key data and start receiving attendee registrations.

Credit system

The Credit is the currency for Edison. Buy credits to spend on projects. The first 50 registrations per project are always free, over and over again.

Event items

Create event items for attendees to select.

Inviting attendees

Simply enter a single e-mail address or upload an excel sheet. Attendees can register through the link and the pin code in the email.

Attendee identification

Select the exact attendee details required .

Registration site

Receive registrations through the online form; modify as required.

Invoicing & Payment

Easy, safe and reliable invoicing through bank transfers or on-line payments.

Badging

Once the attendees are in Edison you can use the template to print badges.

Customizing

Standard branded lay out with an opportunity to fully customize for only 1 credit per registration more. Possibility to totally remove the Edison branding at additional cost.

Communication

Layout and manage attendee emails.

Reporting tool

An overview of attendees, specific event numbers and payments.

Translation

Opportunity to translate from English to language of choice.

Our promise

No annual subscription, no hidden fees.

Support

The use of Edison does not require support. Support though is available at an agreed charge.

For more information go to www.uredison.com where you can set up an immediate account using just your email address.



EPROMEETINGAPPS

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Tracy Fairman, CMP
Chief Executive Officer

Do you want to keep your meeting and event attendees connected and engaged before, during and after your events and generate a substantial revenue stream while quickly reducing your overhead costs?

EproMeetingApps is a custom, native mobile app solution that allows attendees a fast and easy way to access event and area information while offering event organizers a significant return on investment through a wide variety of sponsorship opportunities.

To create EproMeetingApps we asked thousands of meeting planners and qualified meeting and event professionals what they would want in a mobile event app solution. After compiling the results, we developed EXACTLY what they asked for:

Enhance the attendee experience

Keep attendees connected and engaged before, during, and after my event by putting all event details in the palm of their hands.

Monetize my event

Generate a substantial revenue stream through a wide variety of promotional opportunities. Save time and money and "Go Green".

Decrease expenses by reducing printed information.

A complete, custom solution

Each app uniquely designed to meet and exceed my organization's brand standards; each category customized with content tailored to my event.

Mobile made simple

Cutting edge technology allowing attendees a fast and easy way to access event information while making it a breeze for event planners

Uniquely, our one-price, cross-platform applications work on a variety of smartphone operating systems including Apple iPhone and iPad, Google Android, BlackBerry and Windows Mobile and may also be viewed via a mobile Internet browser. This allows organizations to engage the maximum number of users and offers sponsors the greatest marketing penetration.

EproMeetingApps provides competitively-priced solutions for Event Planners, Hotels & Resorts, CVB's, and Convention Centers. Contact us and we will help you find the best solution for you and your next meeting.





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Carsten Pleiser
EMEA Sales Director

etouches is a global corporation that develops an event management software platform and offers supporting services to corporations, associations, charities, educational institutions and agencies. The multilingual, multicurrency cloud-based software offers a complete set of online tools to allow organizations to plan, manage and market their meeting and event portfolio.

Designed for non-technical individuals, the multilingual, multicurrency software offers budgeting, project management, scheduling, registration, speaker/exhibitor / sponsor management, lead retrieval, event websites, seating, surveying, email marketing, venue selection, booth purchasing, social networking and mobile applications.

Organisations choose etouches for its ease-of-use, unlimited flexibility in the options,

registration process workflow, and look/feel of resulting event registration websites that can be changed instantly through point-and-click configuration. The product line offers built-in tools for custom reporting, data import/export, and a full API to make integrations with other software systems as easy as possible. etouches also offers a professional services division that provides pre-and onsite event management, as well as event website configuration.

With offices in the United States, Sweden, United Kingdom and Australia, etouches is offered direct and through a growing channel of value-added reseller (VAR) partners. Led by visionary and founding CEO, Leonora Valvo, etouches is continuously cited for its innovative software products and entrepreneurial leadership.

etouches is proud to be a founding sponsor of the FRESH Conference.

 vimeo.com/42825349





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Avner Cohen-Solal
President

Evenium provides web and mobile technology to transform meetings, trainings and conferences into highly interactive and participative events.

By facilitating two-way interactivity between the presenters and the attendees, Evenium enables participants to contribute, to express themselves and to give their feedback at any time. They make the content their own. They meet the right people - for them. Fully engaged, they become ambassadors of the event, content and brand.

With our ConnexMe mobile app, Evenium has been serving corporate clients since 2000: getting their guests to their event (invitations, complex registrations, entry management) and encouraging their guests to interact at the event.

We have worked with hundreds of international companies, as well as thousands of planners who use our integrated end-to-end solution Evenium.net.

A unique set of interactive features: Get slides streamed live to your mobile, take notes on them, provide instant feedback through our exclusive Opinion Buttons, create instant polls, enhance your real-life networking with LinkedIn, Twitter and Facebook, record live audio, plan flexible 1-on-1 meetings... the list of exclusive Evenium innovations is long - and steadily growing!

Our unique technology is easy to use and simple to set up.

There's no special hardware, no dedicated devices, just the attendees' smartphones, tablets or laptops, along with the presenter's PC. With no overheads, ConnexMe will fit your budget - a no-brainer for all your meetings, trainings and events - whatever the number of participants.

With Evenium, you provide each participant with the best technology to make their presence count.

Try a demo:
<http://evenium.net>

Discover ConnexMe:
<http://youtu.be/Fwd300AbRKQ>

Presentation:
<http://youtu.be/EVNejspNHrM>



Create online event binders



EVENTDAWN

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www.eventdawn.com

Twitter: @eventdawn



Emily Clarke

Sales Representative

EventDawn is an event management website to help you plan and store your event logistics.

Build your binder as you plan online. Enter event details into easy-to-use event forms like Food & Beverage, Transportation and Housing.

Built around the APEX standard. EventDawn's event forms are based on the CIC's Event Specifications Guide.

Collaborate online. Invite team members and suppliers to help you complete your binder or view the information they need.

Carry a paperless binder. Access your event information anytime from your laptop or tablet. But you can always print a copy if you need to.

You can also use EventDawn to:

- Plan BEOs (Banquet Event Orders) for every event
- Upload documents to your binder
- Manage attendees
- Send event invitations
- Track online registration and sales
- Communicate with attendees from your binder

Sign up at eventdawn.com for a free 30-day trial.





EVENTIFIER

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Jazeel Badur Ferry
Co-founder and CEO

Life online, in other words social media, is now an integral part of our daily life. Meeting organizers increasingly use it to reach out to the millions, as well as to document their events; attendees use it to meet, share and network.

This direct engagement stimulates an immediate online reaction: your event will become increasingly visible on Twitter, Facebook, Instagram and the other social media platforms.

All this user-generated content is about you and your event. Taking the time to analyze it all is the key to understanding the success, impact - and even the weaknesses - of your event.

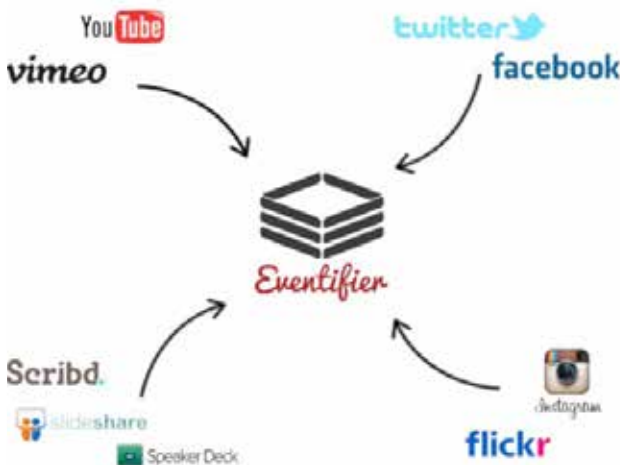
However, such analysis becomes difficult if it is spread across more than a few platforms.

Eventifier has solved this problem by automating the capture of fragmented user-generated content across different social media platforms; a powerful, elegant, yet easy-to-use solution.

Eventifier:

- Creates a social hub around your event aggregating all the social media content across the web
- Helps you leverage your social media marketing efforts
- Provides a platform that helps you reach out to your potential audiences and sponsors
- Measures the overall reach and impact of the event with analytics and reports

If you want to benchmark the social media presence of your event – and improve it – talk to us.





EVENTMOBI

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Thorben Grosser

Trusted by event planners and loved by attendees, EventMobi is the most popular event app for conferences and tradeshows worldwide.

EventMobi works across all devices from smartphones to tablets to laptops, making it possible to reach every attendee at an event. The new EventMobi Fusion™ allows the app to function without a WiFi or 3G connection giving attendees the ability to access important information even through an interrupted internet signal. Comprehensive and cost-effective for small and large events, EventMobi makes mobile event apps simple.

With a global presence, EventMobi has supported over 700 association conferences and corporate events since 2009. Features such as Live Audience Response, Event Gamification and Real-time Alerts makes EventMobi more than just a mobile guide.

Use delegate profiles and social media to connect speakers, attendees, and sponsors with each other before, during, and after an event.

Using EventMobi's dynamic platform, transfer all traditional printed material, session collateral, and exhibitor brochures onto your mobile guide making any event app truly eco-friendly. With effortless data integration, an intuitive Content Manager, and a passionate team that takes pride in clients' successes, creating a mobile event app has never been this easy.

Ask us about our free trial offer and how you can experience the power of EventMobi for your next event. Start today and mobilize your event as early as tomorrow.

vimeo.com/68178226





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George Sirius

Eventsforce provides event management software for small and large businesses, helping them to deliver thousands of successful events each year. Our flexible, modular software provides an end-to-end event planning and management solution, taking care of every aspect of the event lifecycle, from planning, marketing and registration, to post-event analysis, reporting and surveying.

KEY BENEFITS

- **Easy to learn and use** – provides an intuitive user interface and short learning curve, reducing training time
- **Flexible and modular** – creates your own individually tailored system from over 20 modules and 250 functions
- **Increases efficiency and productivity** – reduces administration and manual processing of repetitive tasks
- **Guarantees return on investment** – reduces marketing costs by using digital media. Effective event promotion to increase attendance numbers
- **Adds value to your business** – provides all the tools needed for a comprehensive and flexible management service for any type of event

FULLY INTEGRATED INTO YOUR BUSINESS

With businesses increasingly using multiple software solutions within their organisation, the challenges of data compatibility, flow and integration are on the increase. In response to this, Eventsforce solutions can be fully integrated with many leading CRM, e-Marketing and financial management systems for ease-of-use, increased efficiency and optimum usability.

DELIVERING INCREASED EVENT ROI THROUGH EFFECTIVE DATA MANAGEMENT

Data quality is now commonly recognised as a critical success factor in effective event management. Eventsforce is unique in that it allows your business to collect, analyse and report on multiple data streams and sources, allowing you to make effective decisions based on reliable data and increase your event ROI.

To learn more about how Eventsforce can help your event, contact please call +44 20 7785 7040.



INFOWHYSE

THE ANSWER LIES IN THE QUESTIONS

voteswork

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In this new era of audience response **APPs**, meeting planners and their customers are becoming more experienced and more knowledgeable in their requirements of interactive engagement with their participants. As a result they expect all providers to offer complete solutions and not simply supply conventional voting systems by means of a slab of hardware or a bit of software.

To meet these needs, Infowhyse created VoteWorks® (rental) and Keypad Depot® (product sales) as dedicated divisions which, in addition to their own brands, have forged alliances with several partners including alternative hardware manufacturers and software developers to enable, for the first time, a true cross-pollination of equipment and software. This allows for providing customers with multiple audience response application choices under one roof, whatever their meeting or utilisation requirements.

Infowhyse, together with its VoteWorks Rental Network partners and a number of global peers, realised that a completely new approach to interactive meetings was required. An environment that could provide real choice, real alternatives and customised solutions was essential, where the focus would be on APPs (applications that provide measurable outcomes) and actual solutions to the customer's problems, needs or desires as opposed to simple data gathering and feedback systems.



**Try more democracy?
Try more cross-over
INTERACTIVITY!**





LUMI MOBILE

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Richard Taylor
CEO

Lumi Mobile creates interactive and engaging meeting and live event environments – imparting learning and capturing data to make informed strategic decisions. Whether in-room or across the world, simultaneously or independently, our suite of *Join In* applications for mobile and tablets ensures real-time response, scalability and reliability.

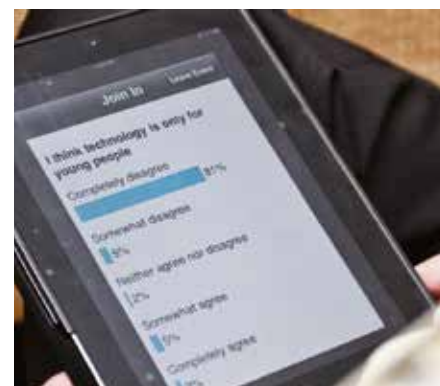
Join In Live

Join In Live promotes meaningful engagement through either a native app or a browser-enabled device, enabling you to manage all of the interactive elements inside and outside of the meeting room. From intelligent instant polling to multi-mode attendee messaging, content management to note-taking, *Join In Live's* patented real-time

technology represents a powerful opportunity by enabling stakeholders to capture the rich content generated at any meeting or event.

Join In Sight

Join In Sight generates and collects ongoing attendee insight via interaction, content dissemination, media capture, and advanced data tracking—both inside and beyond your event. Offering a variety of interactive opportunities, *Join In Sight* works online or off, engaging users wherever, whenever. Use *Join In Sight* inside or outside the meeting room for training programs, testing and certification, research, workshops, breakout sessions, exhibitions, ongoing stakeholder engagement and more.





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Steve Bather

CEO



MeetingSphere is the meeting productivity solution which ensures meetings more engaging and productive where ever they occur: face-to-face or online, same time or anytime or a 'hybrid' combination of the formats.

With MeetingSphere, teams get more work done in less time because everyone has a chance to contribute their ideas immediately and, as required, anonymously.

Meetings can be tailored to specific needs (idea generation, prioritization, problem-solving, business processes). Follow-up on meetings is fast and easy with the ability to track actions and generate instant reports.

MeetingSphere Templates are used to embed Best Practice processes; MeetingSphere users create Templates for their critical processes and ensure consistency and productivity in all areas of their business.

The MeetingSphere Toolkit

Agenda Templates - Design and save ready-made session agendas. For personal productivity or to define "Best practice" across the organization.

Brainstorm - Get ideas flowing fast and sort ideas into themes. Full anonymity or optional tagging by team encourages openness and engagement.

Discussion - Engage participants to exchange perspectives or points of view on multiple topics simultaneously.

Rating - Prioritize items on one or multiple criteria. Analyze results via tables or charts to identify consensus and inform decision making.

Presentation - Share any PDF instantly as a slide show. Invite participant to provide feedback on the optional discussion channel.

ActionTracker - Plan and track actions. Who does what by when? Clear priorities and time lines. Version control on decisions and progress reports

Report - Instant minutes, fully-formatted and branded. Full documentation or management summary. You specify with just a couple of clicks.

MeetingSphere is easy to use for anyone who needs to work with groups or engage stakeholders. Professional facilitators or subject matter experts use the advanced options of MeetingSphere to support their sophisticated methodologies and techniques.

Deployment options

MeetingSphere is available in a variety of deployment platforms to suit the individual practitioner, corporate or government organization.



MY MEETING PROFESSIONAL

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Mike Clanton

Head of Global Corporate Event Solutions

My Meeting Professional (MMP), is the newly created research and educational division of iBAHN, the global network provider for the hotel industry.

A main focus of MMP is to provide fresh answers to technology and connectivity challenges that meeting professionals face on a daily basis. It is the new information-sharing and content curation hub for conference and meeting professionals. MMP focuses on the crucial issues raised by meetings organisers and has been developed to share knowledge, expertise and resources.

MMP serves as the gateway to business information to help ensure conferences or meetings are a success. More than that, it is a social hub for new ideas, shared knowledge and insight. MMP is a global community, sharing and profiting from new connections, strategies and tactics in the event planning space. We aim to share the latest views and news in the events,

conferences and meetings sector but most importantly enable every professional in these areas to learn, share and develop their skills.

MMP gathers much of its information from a sister iBAHN division called Enterprise Conference Solution (ECS). ECS partners with corporate organisers to design and create a tailored Wi-Fi network for meetings, conferences and/or events.

ECS provides the tools and best practice processes to ensure a proper conference Wi-Fi network is available in accordance to all conference stakeholders demands. This allows the organizer to maximise their meeting ROI for technology dependent meetings.

For fresh best practice tech tips for your meetings, conferences and events click on www.mymeetingprofessional.com

 vimeo.com/54432973





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Richard Mitha

myQaa, [my-ka], run by a rapidly expanding team of experienced technology professionals, is an all-in-one cross device events app for planners' organizing, engagement management and reporting needs throughout the life cycle of an event using smartphones and tablets.


Operated by the client, it allows planners to engage with attendees and retrieve metrics and info graphics. Features include: smart Q and A functionality; voting with live results; feedback; agendas, maps and event information; social networks; and sponsorship advertisements.

Participants benefit from the ability to find and share information, while organisers can manage and facilitate discussions among the audience. Data can be changed at any time through the planning, running and closure stages of an event, keeping up to date with any last minute changes to a programme.

myQaa is available on all mobile platforms and, as a white label, the app can be branded as desired. Full audience participation statistics are provided, as well as a support team to assist with set up and management at events.

Once an event is over, Qaa provides instant metrics, creative infographics and all the tools needed to prepare the event report.

Return on investment reporting has never been easier!

 [video.com/myqaa/presentation](https://www.youtube.com/watch?v=...)





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Paul Nunesdea

At many meetings and tradeshows it can be a real challenge for individual delegates to decide what part of the programme and exhibition is relevant to them and their specific interests.

Traditional printed programmes, and now mobile apps, present information in a static, narrow, linear format. This may work for small meetings and shows, but when there may be hundreds of sessions, posters and booths it rapidly leads to information overload – leaving delegates confused and unsure about which combination of activities to attend. As a result they become frustrated and disenchanted with the event.

Netview Graph, from groupVision is a new kiosk application that presents programme information in a clear visual format that delegates can easily navigate on large touch-screen displays. Multiple displays can be placed at strategic locations around your event.

Netview Graph shows how the session contents relate to the delegates' interests and allows delegates to drill down to the level of detail they require; for example, it is possible directly to embed short video summaries, key messages and links to off-site information sources – all available at the touch of a finger. Relationships are made clear and visible at a glance. With Netview Graph the thought leaders in your conference programme can be easily identified.

By embedding links to sponsor and exhibitor websites, or short promotional video, savvy meeting organizers can create new revenue opportunities while enhancing the delegates' experience.

groupVision provides everything you need in order to exploit Netview Graph at your next event.

 vimeo.com/54372133





NEWTONSTRAND

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Headquartered in London and with offices worldwide, Newtonstrand provides the meetings industry with some of the best solutions to maximise return on investment and to help planners achieve their objectives. Forward thinking and innovative, the company is committed to researching and developing new solutions and ideas to keep events profitable and successful in today's difficult economy and changing times. End-to-end technology solutions for corporations, events and associations help create the most powerful and interactive meeting experience for delegates.

The Newtonstrand solutions range provides enhanced networking, collaboration, extended marketing reach and increased interactivity for events throughout the world. Clients include Microsoft, Motorola, msn, Nestle, Sun, Teva and Symantec.

Working closely with clients and understanding their goals and difficulties help us define the path to achieve objectives and identify the best way forward to run a successful and profitable event.

ENHANCED NETWORKING:

For today's attendees an event's success is often measureable by the contacts they make. Use the Newtonstrand networking range of solutions for high-performance networking to create an entirely different experience including the Chance2Meet unique networking platform.

INCREASED INTERACTIVITY:

Today's attendees want more involvement and interactivity. The Newtonstrand interactivity range of solutions provides supercharged interactivity for more participant involvement and includes the Chance2Vote and Chance2Ask attendee interactivity solutions as well as the Newtonstrand Chance2Speak platform.

EXTEND MARKETING REACH:

Keeping an event alive for longer and extending the marketing reach to a wider audience increases attendance and positioning. The Newtonstrand marketing reach range helps keep events alive and includes the LiveStudio and Production Centre event broadcasting solutions.

COLLABORATION:

Building relationships with trusted partners and collaboration are essential for events and meetings today. For an enhanced collaborative and interactive experience, use the Newtonstrand range of solutions including the digital E-Poster and interactive E-Training solutions.

 vimeo.com/66795909





PINKEE

Rod Morton,
Global Director Marketing Operations
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Pinkee is a powerful online ticketing/registration tool that helps organizers create events and sell tickets in just minutes. Perfect for organizing business meetings, community events and charities which use a dedicated fundraising functionality. Publish, promote, email invites, accept online registrations and sell tickets as easily as counting to three! Pinkee is a robust event software solution built for community conscious endeavors and is backed by protected merchant services.

With Pinkee, event page customization is quick and easy. Determine an event name, select a color scheme for your page and invitation. Upload an icon, logo, photo, or video. Complete the process by entering event details such as description, host, date, time, frequency and location. Setting up ticket sales couldn't be easier. Determine ticket format or fundraising options, payment options, available quantity, and description. Don't forget to personalize your event's website URL!

There are no fees or charges to use Pinkee unless you're collecting payment for your event. If you are collecting payments, service fees include a flat \$0.49 and a 4.99% upcharge per ticket. For example, service fees on a \$10.00 ticket are \$0.99. You decide how service fees are handled. The system can be configured to include the fee in the cost of the ticket [total ticket cost = \$10.00] or add the fee to the cost of the ticket [total ticket cost = \$10.99]. Flexible, easy and affordable.

Easily communicate with invitees, generate buzz with social media and collect payments with secure sales transactions. Use point-and-click tools to design creative invitations and gift cards. If you need help setting up your event, Pinkee support is there to lend a hand. For your next business meeting or fundraiser, choose Pinkee - events in an instant.

- Pinkee is FREE for free events.
- Pinkee helps you to easily generate revenue for your events.
- Pinkee is an etouches product.





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Banks Holcombe
General Manager, EMEA

QuickMobile is the global leader of feature-rich event apps for meetings, conferences, and exhibitions. Our apps delight audiences by enhancing the way they network, schedule activities, engage with content, and access information.

Since 2006, QuickMobile has created thousands of mobile solutions for clients in 34 countries. All our event apps are built on a highly secure, enterprise-grade platform that aligns with any corporate mobile strategy, and have the flexibility and scalability to fit any kind of event, regardless of size.

We work with event and meeting professionals to develop fully branded event apps that are available across all mobile platforms and serve as powerful communications channels that keep conversations and attendee participation going long after the closing remarks.

QuickMobile's mobile event apps connect attendees, distribute and manage multi-lingual content, promote your brand, integrate with all social platforms, and gather real-time audience and participation data – all in one simple mobile solution.

In 2013, QuickMobile introduced the first enterprise-grade mobile planning app for event organizers: MobilePlanner. The app helps meeting planners gain the control and visibility they need to deliver killer events of all types and sizes.

MobilePlanner keeps the planner and their team organized, on track and in the loop, right from the comfort of their mobile devices. With MobilePlanner, event organizers can ditch the binders and paper and go mobile!

mobileplanner
mobileevent





SENDSTEPS

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Mike Coumans
Directeur Sendsteps B.V.

Dutch company, Sendsteps, based in Amsterdam organises over 350 events a year and is recognised as the market leader in interactive presentations in Holland. Working with a dedicated international network of more than 20 industry partners, the company believes that future presentations will include more input from the audience. Everyone will be heard, people will go home enthusiastic and the organization will be enriched with more knowledge and experience.

Sendsteps success over the past five years has come from recognising the potential for two way communication between speakers and their audiences.

During meetings and conferences, Sendsteps allows audiences to respond anonymously through mobile phone, via SMS, internet and Twitter. Sendsteps allows delegates to respond to both open and multiple choice

questions. Results come in realtime and are shown on the screen of the presenter. From there, the presenter can easily start a dialogue with the audience, engaging and involving them in the process. At the same time ensuring the organisation can be ensured of collecting, as much as possible, honest feedback

The audience can use their own mobile phone to send in messages to vote on statements, to pick a winner or by playing play a quiz.

Adding audience input to your event, will allow you to come up with different meeting formats. In the end, a conference is as good as it's audience!

vimeo.com/54513059





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Global-Ltd/136783396440



John Martinez
CEO

At Shocklogic we are passionate about supporting event organisers, associations and societies to ensure they achieve the best results for their events and activities.

The team at Shocklogic has been developing software solutions for over 20 years' supporting the MICE industry. Shocklogic leads the way in providing technology and hands-on solutions to a range of organizations in a variety of sectors. Among others International Organizations, Convention Bureau, Event Organisers, Media, Associations, Societies, health, education, finance and governmental institutions. We have implemented solutions globally and have executed projects from 50 to 36,000 people.

Our aim is to streamline your event management processes, improve efficiency and increase attendee return on investment by implementing Shocklogic's suite of online event management technology solutions and services. These include event registration, abstract and programme, and

membership (CRM) management software packages, as well as a standalone, low cost registration solution for small workshops, meetings and seminars. Combine this with innovative 'onsite' technologies including QR/barcode scanning, self-registration, delegate control and tracking through mobile devices and voting systems to provide a full solution for your event.

'Mobapplogic' is our innovative DIY online mobile-app creation tool for event organisers, which allows them to extend the event life cycle, adding value and providing attendee ROI before, during and after the event. Mobapplogic was recently chosen as the most cutting edge solution from over 600 entries because it can be customised and branded to the needs of any event. It provides a way for participants to communicate 'on the go' and brings all event information to their fingertips.

We thrive on understanding the needs of events organisers and providing them with the tools needed for successful events.

 vimeo.com/54523495



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Peter Komornik, MBA
CEO

sli.do, winner of the ETA 2013 “Best New Event Tech Startup Award”, gives a voice to your audience. A web-based application it allows event planners to easily engage their audience with live questions and polls.

Participants can ask, and vote, for the best questions, which can be displayed live to everyone in the audience. However, event planners always stay in control thanks to an easy-to-use moderation tool. Instant polls can easily be created on the spot and displayed live in just a few seconds. Results are updated in real-time as the participants submit their votes.

All questions and poll results can be easily downloaded and analyzed after the event. sli.do's focus is on simplicity and ease of use – event planners can create a new event in less than one minute and immediately start gathering top questions and ideas from their audience.

Participants receive just one simple link (e.g. sli.do/yourevent) which they can use throughout the whole event. sli.do works on any kind of device, there is no need for the participants to download anything or to register. An unlimited number of participants can use sli.do simultaneously and each event can be subdivided into simultaneous streams/workshops.

There are no special technical skills required to use sli.do. It is enough to have a stable Internet connection, one PC or tablet for administration and one PC with a projector to display top questions and live polls to the audience.

Since its foundation in 2012, sli.do has been used by hundreds of customers in over 25 countries all over the world, among them companies such as Google, KPMG, SAP, IDC, Oracle and Fleming Europe.





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Bänz Ledin

Founder SpotMe

SpotMe delivers the most reliable and interactive mobile applications to events around the world. We did, after all, create the category. And as unequalled experts in both event process and technology, we use our decades of experience to turn events into great events. Our work isn't done when we deliver an app to you. We're there before the meeting, during the meeting, and after the meeting, working with you to develop ideas that rock and ensure that the implementation is smooth through all stages of your event.

Our unique model of on-site and cloud server means that we're never dependent on the internet or bandwidth for any functionality.

No one else can make that claim. The sleek user interface means there are no distractions so your participants spend less time navigating and more time participating.

Participants can download the SpotMe app and install on their own devices. SpotMe can also provide any number of iPad or iPod touch from our SpotMe owned inventory – for participants who aren't equipped with a smartphone or tablet, or events that work better with devices handed out at the event.

 vimeo.com/54447544





SUPEREVENT

Marcel Wassink | Superevent

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Superevent is the ultimate app for event organisers, being a single, easy to use app with extensive features to meet, learn and collaborate with peers either at one or multiple events. Superevent evolves from being an app for one event to supporting all events within your community, providing news feeds and creating a vibrant community where events are recommended by good references to their peers within the community.

Superevent was founded because it was noticeable that meeting people and networking had become one of the most important reasons to attend professional events and that content was the shared interest that connected all stakeholders. On top of that: good attendees attract delegates and help market events within a community.

Working across all mobile devices, Superevent puts all event information – invitations, programme booklet, speaker and attendee lists, sponsor brochures, maps, floor plans, practical information

and reminders – into one easy to access app. And it's all managed and updated in realtime.

With a need for event planners to justify return on investment the Superevent app + platform enable clients to save on paper costs, achieve more income through extended sponsor packages and importantly build long term relationships with clients and delegates.

Superevent already powers dozens of events for organisers around the globe. Our users include professional organisers, associations, universities, companies and individuals organising events as side projects, and everything in between!

Get started with a free Superevent Basic account, and organize events up to 25 attendees – for FREE! And for events for over 25 we offer a Superevent Pro account with additional services allowing organisers to pick exactly what they want for each event.

 vimeo.com/66767969



The ultimate app to power all your events

Superevent provides a single, easy to use mobile app for multiple events with extensive features to connect, interact, learn and collaborate with peers.





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David Aubespín

Founder and CEO

Topi provides a complete solution to connect all event participants and optimize engagement before, during, and after any event — from small corporate gatherings to large conferences or tradeshows. Built with mobile in mind, event planners can quickly set up Topi through a self-service dashboard and get access to real-time event analytics during the event.

Topi brings the best elements of social networking and communication apps to the event industry: instant, interest-based group conversations; private messaging; rich media sharing; secure access to digital content; real-time translations; seamless sign-in via Topi's unique geo-fencing technology; lead generation via QR code scanning; and an integrated augmented-reality viewer.

Event planners also have access to basic services such as: dynamic agendas; speakers' bios; surveys and feedback; full social network integration; and more.

The Topi team approaches events from a drastically different angle: connecting all participants at an event, allowing planners to instantly provide a white-labeled social network.

With a passion for how technology can transform the event experience, Topi is constantly pushing the boundaries of what is possible on mobile and is excited to work with event planners who take pride in being different.

Today, with offices in New York and London, Topi is a fully integrated solution trusted by hundreds of corporations and events around the world.





TRIPPUS EVENT SOLUTIONS

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Martin Klöfver

Managing Director

Organisers of professional events need professional tools that handle the whole process from the moment participants are invited until the event is finished, all feedback questions have been answered and the finances settled.

Trippus - designed by meeting professionals

With over 13 years of experience of events and online registration, Trippus has created an easy-to-use system where the organiser creates invitations, websites, mobile apps and feedback forms – everything – with just a few mouse clicks.

With hundreds of event organisers as clients and offices in four countries we get fantastic input that helps us to continuously improve our products

Simplify invitations

With Trippus, the organiser creates invitations that are sent to potential participants via e-mail. No username or password is required to register – a single click is all that is needed. The organiser can

follow the incoming answers in real-time and send reminders to those who haven't answered.

Simplify registration

The Trippus registration process supports an unlimited number of registration fields, hotels, activities and tickets. Within the same event, different products can be offered to different categories of participant at different prices. At the end of the process the system can handle online payment and invoicing.

Simplify communications

On-site, Trippus is used by the organiser to communicate and interact directly with participants. Mobile tickets, apps and websites are used for distributing the information used during the event. This promotes interaction between participants, speakers and exhibitors. Post-event, follow-up questionnaires can be sent to participants to measure meeting outcomes.

Trippus: a complete event management solution



TWEETWALL PRO

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James Rowe
Chief Sales Officer

TweetWall Pro's mission is to provide innovative social media tools to drive real-time engagement at events and extend the buzz of events virally through social networks. Since the launch of TweetWall Pro in May 2010 TweetWall Pro has been used in hundreds of meetings and events worldwide.

Using TweetWall Pro, meeting attendees post comments and questions in real-time using Twitter. By including an event's unique hashtag or keyword in Tweets, TweetWall Pro Software captures these messages to provide an on-screen, dynamic conversation forum instantly, engaging with other attendees and presenters. The inherent kick of seeing your Tweet, message and/or Twitpic on-screen is contagious, driving increased activity and engagement.

For meeting organizers and presenters, questions can be filtered using moderation tools to drive conversation. Built-in voting features may be used to allow attendees to select their favorite option or take the pulse from the crowd using Twitter Hashtags or keywords.

For further engagement, or to provide a confidential discussion forum, SMS messages or a web messaging system can also be used.

TweetWall Pro Standard features include:

- Choice of 6 standard animations
- Announcements- to communicate key messages
- Moderation- to filter or share key messages
- Advertising - to integrate videos and/or static images
- Highlighting- to call attention to particular Twitter users or sponsors
- Reports- to capture all conversations for ROI analysis and post event follow-up

For live-streamed meetings, a web-embedded TweetWall is available, extending the live engagement to include online viewers.

With teams in multiple territories, TweetWall Pro supports meeting planners around the world.





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Scott Casey
Founder

Audience response technology is now widely recognized as a platform for creating better interactive, educational and motivational meeting outcomes.

Vistacom has been at the forefront of this technological advancement in meetings since its founding in 1997. Vistacom offers a portfolio of traditional keypad systems with a variety of features to meet the desired outcomes for your meeting.

Now, we are proud to announce the launch of VPoll, a web-based solution that replaces keypads by internet-connected devices such as smart phones, tablets, and laptops. This mobile audience response technology offers greater scalability and participation by surpassing the physical limitations of traditional keypad systems within the meeting room and also allowing virtual attendees at hybrid or multi-site events to participate as well.

These audience response hardware and software platforms are supported by a stable, knowledgeable workforce that provides consistently reliable service at each and every event. Many of Vistacom's System Specialists have been with the company since its founding and offer experience backed by literally thousands of meetings.

In addition to our headquarters in Exton, PA in the United States we have an office near Munich, Germany to provide support for meetings in the EMEA region.

We look forward to hearing from you and helping to make your next event more engaging and providing the outcomes you desire.



Simply Webges: Your best solution for membership, event and content management!



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Richard Rettenbacher

Webges provides a complete modular solution with a proven software platform and efficient services to do:

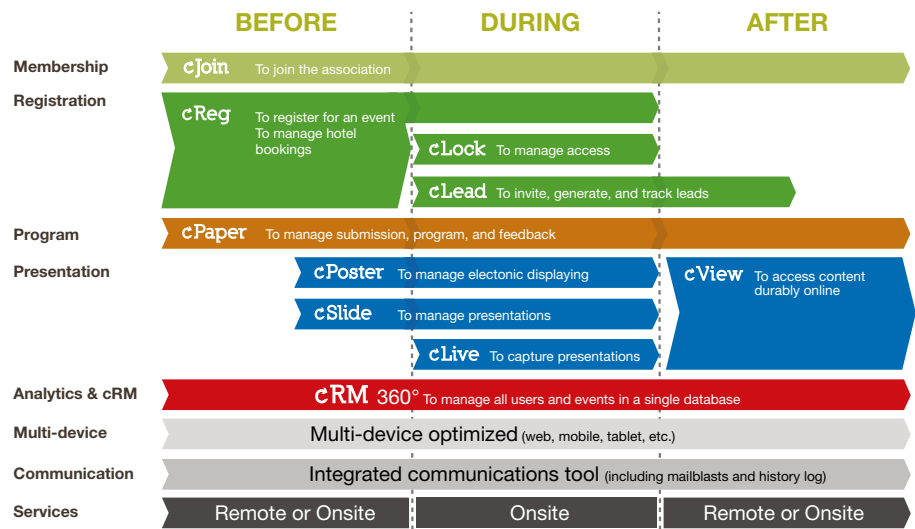
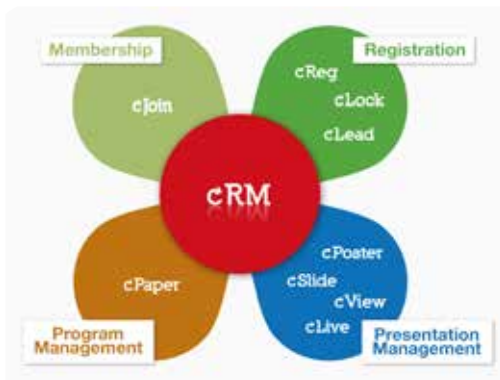
- Membership management
- Registration management
- Programme management
- Presentation distribution

Webges helps associations and event organisers streamline processes, reduce overall costs, and increase value perceived by members, participants and sponsors. We offer a robust, scalable, easy-to-use, multilingual, end-to-end web-

based solution for managing members, participants, events and content before, during and after events. Our solution delivers a responsive and efficient service onsite and online, enhancing the overall participant experience.

Webges has a strong, proven track-record since 2001 supporting thousands of events in thirty countries worldwide and hundreds of associations, event organisers and other service providers.

▶ vimeo.com/67062621



All you need for interactive meetings



WHALES ON WAVES

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Whales On Waves creates sparkling mobile ideas. We are not an app-developer; we create new products in the mobile industry. For the meeting industry we have created a new interactive tool: iConference.

iConference is a conferencing tool that gives your audience the opportunity to participate actively in your meeting. It includes all the tools you need for an interactive meeting.

iConference includes a voting tool but it also has a Twitter function and provides the possibility to ask questions during the meeting.

But, most importantly of all, it allows participants to follow the speaker's slides on their own device. With an optional audio-stream and capability to follow and participate in the meeting from office or home, iConference offers a full package to make your meetings more attractive and high-tech.

Watch our video or ask for a demo to get the full picture.

 vimeo.com/59365965



XING EVENTS

XING EVENTS

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XING EVENTS offers organisers of conferences and seminars an award-winning event management software for online event registration and ticketing.

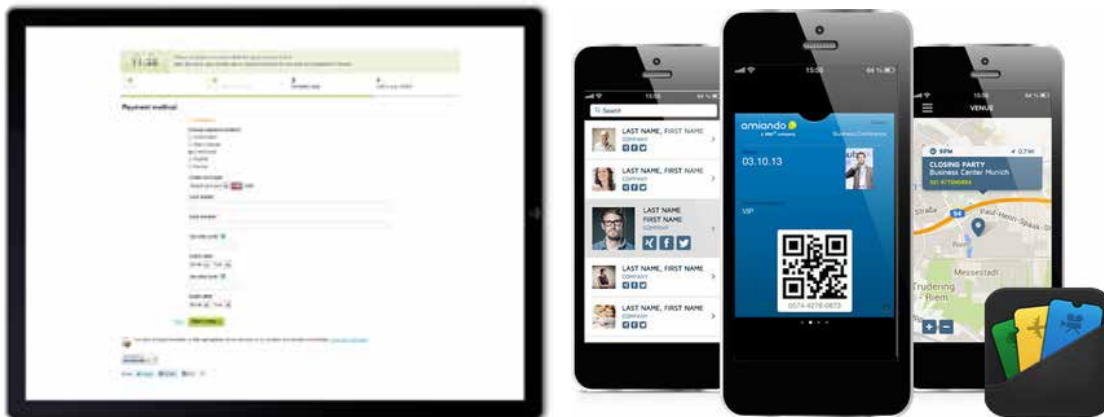
As an expert in the event industry, **XING EVENTS** is an excellent partner for guest management as well as event marketing.

More than 180,000 organisers of conferences, seminars and corporate events around the world currently value **XING EVENTS** as

their partner. As a key player in the events industry we will assist you in all matters concerning online ticketing, event registration and event marketing.

The leading expert for business events is a 100% subsidiary of XING AG. This close collaboration with XING, the social network for professionals, allows event organisers to reach around 14 million additional potential attendees.

▶ vimeo.com/13941090





European
**Sustainable
Events
Conference**



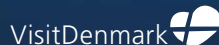
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IMEX GROUP

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Carina Bauer
CEO, IMEX Group

IMEX is a landmark exhibition for professionals working in the meetings and events industry, with an atmosphere buzzing with electricity. Run by meetings professionals for meetings professionals in Frankfurt, Germany, it's exciting, innovative and fast-paced – a real hive of energy.

The show provides a one-stop-shop for planners looking to book and organise worldwide meetings and events. The electric show floor houses 3,500 exhibitors representing 157 countries, providing unparalleled business opportunities. IMEX, as pioneers of the hosted buyer programme, also delivers the largest programme of its type in the industry, with around 4000 highly qualified buyers from over 70 countries – a significant percentage of which are long-haul. Around 60,000 business meetings take place at IMEX.

And because the meetings industry doesn't stand still, neither does IMEX. IMEX offers plenty of opportunities to learn, not just at the show but all year round. An extensive education and development programme coupled with the IMEX Vision initiatives brings industry associations, thought leaders and individuals together to discover and showcase new ideas.

With more than 200 networking occasions, IMEX also provides plenty of opportunities to network with other senior decision makers. Ranging from breakfast briefings to evening functions, there isn't a better place to catch-up with old friends, as well as build relationships with new contacts.

Year after year, IMEX delivers an electric event that keeps the meetings industry thriving. Make a date in your diary for IMEX.

vimeo.com/66624075





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Eric Rozenberg
Executive Director



BOB.tv stands for Best of Business. The BtoB Events Network is our first of many industry channels and is supported by our founding industry partners: ASAE, IAEE, MPI and PCMA.

The BtoB Events Network compiles compelling industry content in one centralized location. Each piece of carefully curated, educational content is ready to consume wherever and whenever you want.

Check out EIBTM Technology Watch award winner BOB.tv today!

By registering for the BtoB Events Network, at no cost, on www.BOB.tv you will gain access to:

- On-demand interviews, keynote presentations and highlights from your favourite industry meetings.
- Educational webinars sharing timely topics for the BtoB Event Professional.
- Slide presentations, whitepapers and infographics covering the trends that matter to you.



The Best
Content for the
BtoB Event
Professional!



INTERNATIONAL MEETINGS REVIEW

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James Latham
Executive Producer

International Meetings Review (IMR) is the global news resource for planners of international association, corporate and institutional events.

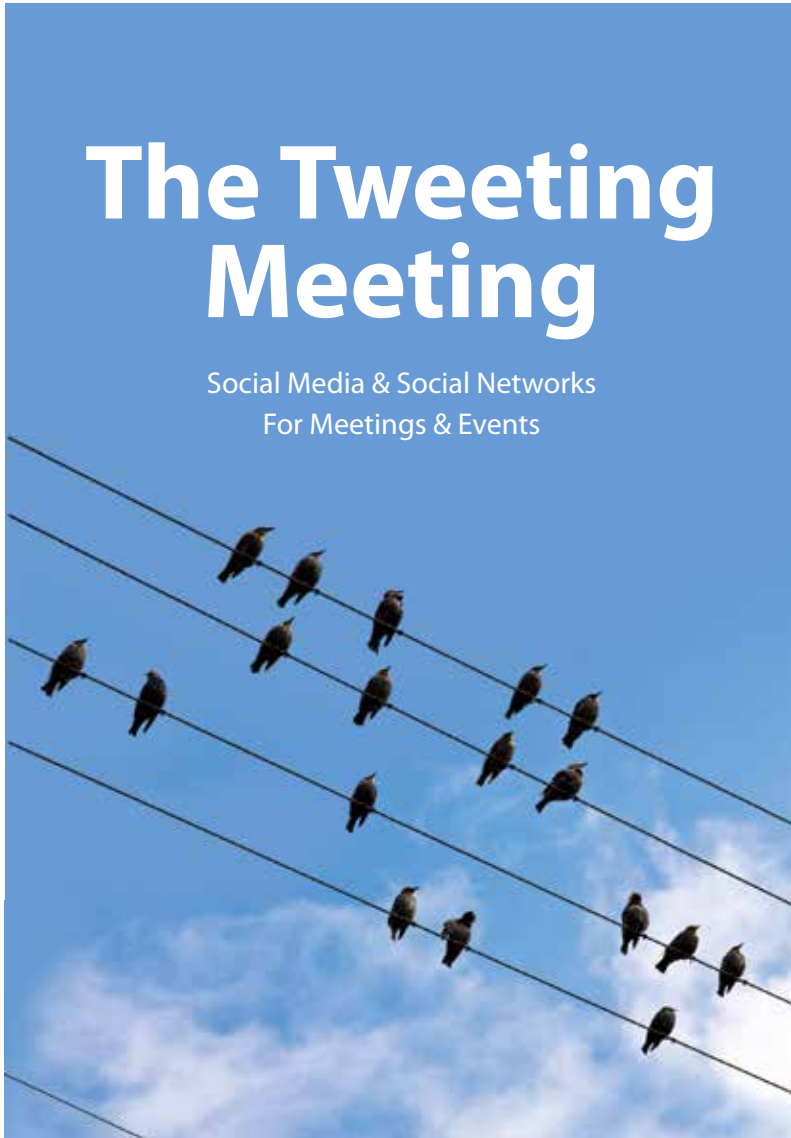
It is unique because it is the result of collaboration among the world's leading publishers, events and industry associations from the meetings industry. This collaboration brings all the best and latest news and planner resources into a single portal, with a weekly news alert distributed to around 325,000 professional contacts all over the world.

It means that international association meeting planners can go to one place for all the news they require from anywhere in the world. It also has dedicated news provided to it by Association Meetings International (AMI), produced by CAT Publications, providing additional insight for your international association sector.



The Tweeting Meeting

Social Media & Social Networks
For Meetings & Events



With the support of Synthetron, SpotMe and IMEX
Free sample on www.meetingsupport.org/ttmSample



Book on social media for meetings and events by 15 authors

The impact of social media on meetings and events is increasing. It creates a new reality where a lot of what happens in and around meetings is no longer in the organiser's hands. The participants, speakers and even staff, crew etc. can now send out comments and remarks - positive or negative - with pictures and links to hundreds - and if picked up - even thousands of people out there.

This new reality creates several questions and concerns, challenges and opportunities. Authors from mainly North America and Europe have contributed chapters on topics that are sometimes practical and sometimes of strategic value. As an addendum, a number of cases are presented where social media played an important role in events.

These authors are early adopters, experienced professionals and, in many cases, also speakers or trainers on the topic. Social media are still evolving, but this book gives anyone involved in meetings and conferences, a good overview and some solid insights into what social media and social networks could mean to those events.

A must-read for anyone that is organising in meetings and events.

Order on Amazon.com or bookstore at
www.meetingsupport.org (for quantities
email to info@meetingsupport.org)



The Global Meetings
& Events Exhibition

EIBTM REED TRAVEL EXHIBITIONS

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EIBTM is the leading global event for the meetings, incentives, events and business travel industry, held in the vibrant business and tourism destination of Barcelona. Part of the IBTM Portfolio, the event delivers three days of focused access to a dynamic business environment, thought provoking professional education and business networks for attendees. The Hosted Buyer Programme attracts senior level buyers and planners eager to place international business with suppliers from across the globe. In addition, EIBTM has a full programme of networking events as well as high level education led by influential industry experts, covering the latest key issues and hot topics within the industry.

Each year, EIBTM offers a unique and powerful opportunity for over 9,300 buyers and trade visitors to build essential contacts and networks; and discover how over 3,100 exhibiting companies can be key to the future of their business.

A major attraction at EIBTM is the Technology and Events Services Village where delegates can meet with organisations offering anything from event production, lead retrieval, online event and meetings tools and wireless technology to stand designers, catering and audio visual production companies.

Plus, as leaders in innovation, EIBTM also has a feature area, the Future Events Experience, which offers the opportunity for delegates to interact with and learn about meeting design innovations and trends available within the industry. From live demonstrations and interactive experiences to bite-sized education and networking sessions, the Future Events Experience demonstrates how meetings design elements influence and play a major role in maximising ROI for meetings and events.

EIBTM takes place annually in Barcelona, Spain.

 youtube.com/user/eibtmteam



More

More video



The Meeting Support Institute is active with video as well. Thanks to the support of IMEX and EIBTM and the sponsorship of ABBIT Meeting Support we have produced many videos to give you information about leading products and services and the people and companies behind them. These videos are usually five to ten minutes long. Many of the pages in this catalogue contain a video link and our Vimeo channel contains many more interviews and educational videos. www.Vimeo.com/MSImeetings.

More reading

The book Meeting Architecture is the foundation of this catalogue. Besides the toolbox, this book also addresses the future development of the discipline of meeting architecture. It develops the basic taxonomy and curriculum for objective based meeting design for measurably more effective meetings and events. Available on Amazon or at www.meetingsupport.org/bookstore.



More education



The Meeting Support Institute is constantly developing training and educational materials. We provide training on the toolbox, the meeting architecture process, as well as more specialised topics such as social media and hybrid meetings. We provide half- and two-day training sessions for production companies and groups of planners. Contact info@meetingsupport.org.

More community

Meeting professionals with an interest in designing more effective meetings can join the Meeting Architecture LinkedIn group. Here you can find discussions and the latest information around what is happening in education, the FRESH conference, new publications, gatherings, etc. <http://www.linkedin.com/groups/Meeting-Architecture-1826131/about>.



More resources



Since 2006 we have collected hundreds of items, from articles to videos, in a structured knowledge base. If you are looking for materials to study, ideas for designing a meeting or event, or information on a specific topic in meeting design there is a way to filter and zoom in, step-by-step, until you find the right expert, book, website, etc. You can also create an account and receive regular updates on www.meetingsupport.org.

meeting support institute

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