



EIBTM Lecture Theatre sponsored by

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**EIBTM 2010 TECHNOLOGY HOUR**  
Thursday 2<sup>nd</sup> December  
1300-1400

**Mobile Applications for Meetings:**  
**10 Ways That Smart Phones Are Revolutionising Events**

**Speaker:**  
Corbin Ball, CSP, CMP - Corbin Ball Associates

 Reed Travel Exhibitions
**Best Professional Education**



The computer in your cell phone today is a **million times** cheaper and a **thousand times** more powerful and about **a hundred thousand times** smaller than the one computer at MIT in 1965




*Source: Xplane 2009*

### Spotme

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



### Mobile apps for events

- › Alerts / conference messaging
- › Appointment scheduling
- › Area promotion (coupons)
- › Attendee list
- › Audience polling
- › Concierge / area information
- › Conference content delivery (streaming video)
- › Conference course notes
- › Conference program
- › eTicketing / access control
- › Exhibit guide / floor plan (interactive)
- › Exhibit literature
- › Exhibitor management
- › Lead exchange / integration with contact mgr.
- › Mapping / way-finding
- › Meetings logistics management
- › Membership management
- › Micropayments
- › Networking / social media / friend finding
- › Personal agenda building and sharing
- › Registration
- › Show contractor /supplier communication and logistics
- › Site inspection check-list
- › Sponsor ad insertion (tracking)
- › Surveys


### “Swiss Army” meeting apps

- [spotme.com](http://spotme.com)
- [visiontree.com](http://visiontree.com)
- [alliancetechnology.com](http://alliancetechnology.com)
- [core-apps.net](http://core-apps.net)
- [quickmobile.com](http://quickmobile.com)
- [sherpa-solutions.com](http://sherpa-solutions.com)



### Lead exchange / contact management / ticketing

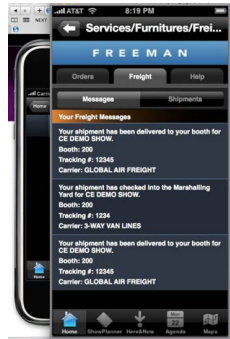
- [bartizan.com](http://bartizan.com)
- [busyevent.com](http://busyevent.com)
- [bu.mp](http://bu.mp)
- [en.wikipedia.org/wiki/QR\\_Code](http://en.wikipedia.org/wiki/QR_Code)
- [mogotix.com](http://mogotix.com)
- [bcard.net](http://bcard.net)
- [face2name.com](http://face2name.com)



## Exhibitor Management

Freeman.com

Concierge Elite:



## Surveys / Polling

- pollweverywhere.com
- zukuweb.com
- validar.com



## Eliminating Paper:

- Programs
- Exhibit guides
- Session handouts
- Brochures
  
- xnip.com
- snipp.com



## Social Media

- pathable.com
- gowala.com
- foursquare.com
- facebook.com/places



## Way-finding / Augmented Reality

- google.com/mobile/goggles



## Member Management

- socious.com



## Event Logistics

- ootoweb.com



## More apps

- <http://howardgivner.com/super-planner-iphone-app>
- meetingapps.com



## Resources:

Corbin's Favorites File  
[www.corbinball.com/bookmarks](http://www.corbinball.com/bookmarks)

Corbin's Article Database  
[www.corbinball.com/art](http://www.corbinball.com/art)

Corbin's TechTalk Newsletter  
[www.corbinball.com/techtalk](http://www.corbinball.com/techtalk)

Course Notes:  
[www.corbinball.com/assets/mobile-eibtm.pdf](http://www.corbinball.com/assets/mobile-eibtm.pdf)

 Corbin Ball Associates

Thank you! Please fill out the evaluation form.

Evaluation Form 

### Contact Info:

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Twitter: [www.twitter.com/corbinball](http://www.twitter.com/corbinball)

### Course notes:

[www.corbinball.com/assets/mobile-eibtm.pdf](http://www.corbinball.com/assets/mobile-eibtm.pdf)

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

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