



Your Meetings (and Venues) Will Never Be The Same: Today's Technologies – From Exploration to Application

Jim Spellos

Unique Venues

October 22, 2018





Tell Me About My Day...



Hi, how can I help?



Technology Isn't Good or Bad...





What One Word Defines How You Feel About Technology & Your Job?





One Word



Speed of Change



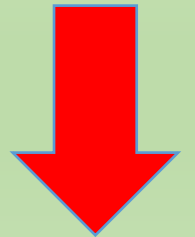


Tech Tools Through The Ages – 80s

On The Rise



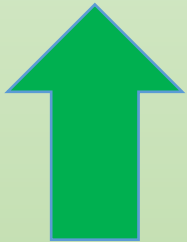
R.I.P



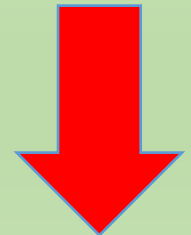


Tech Tools Through The Ages – 90s

On The Rise



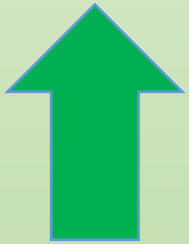
R.I.P



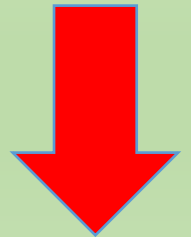


Tech Tools Through The Ages – 00s

On The Rise



R.I.P



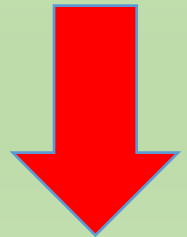


Tech Tools Through The Ages – 10s

On The Rise



R.I.P





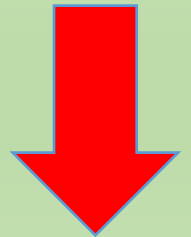


Tech Tools Through The Ages – 10s

On The Rise



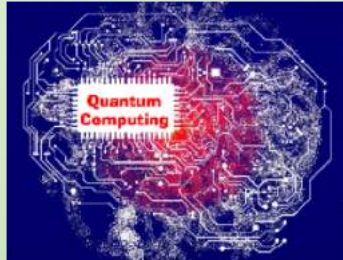
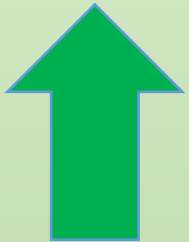
R.I.P



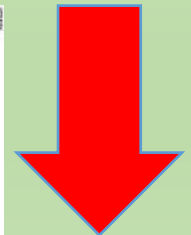


Tech Tools Through The Ages – 20s

On The Rise

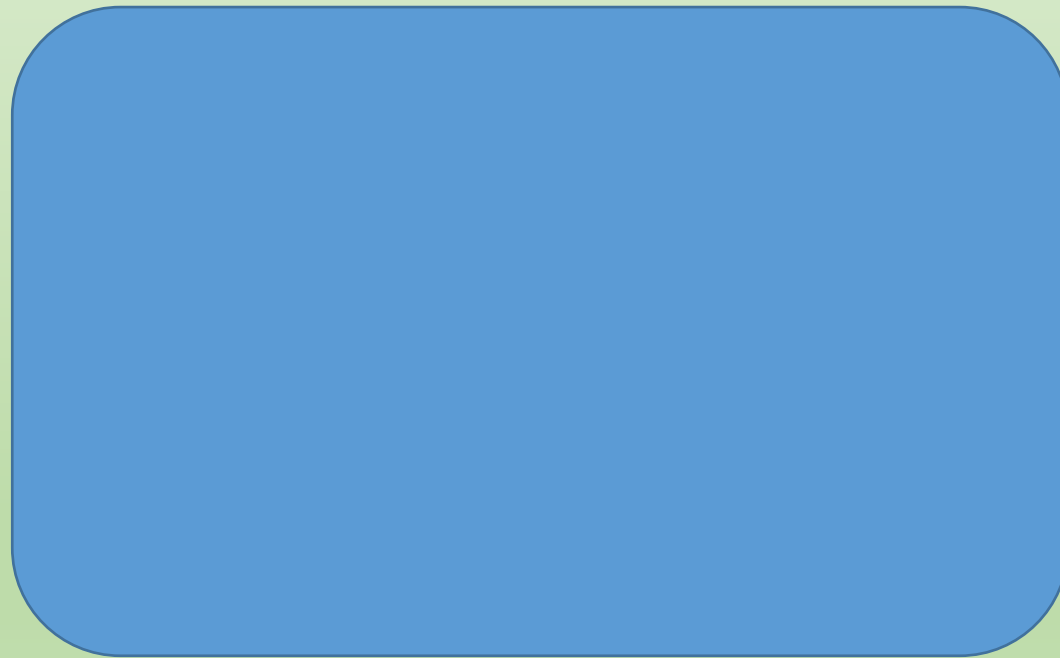


R.I.P





Since Your Computer is So Old
School...



Mixed Reality






Mixed Reality Definitions

Virtual Reality – 360° immersive world where user wears glasses to experience and interact with content



Augmented Reality – Information that isn't visible to the naked eye, but can be seen through a second device (phone, tablet, glasses, etc.)

MEETING  AR & VR: But It's Not for Our Industry...Is It?





“The world will be painted
with invisible data”

Charlie Fink (Metaverse)



So What Can Be Augmented?





Anything Else?

Check it out for yourself... download the Living Wine Labels app.



Way
Cool



Way
Creepy



Practical AR Reminder

The technology is just a tool...it's all about how well you can tell your story!





AR: From Exploration to Application

Layar

Umpfrevs McGee AR

Wallame

1600

AirMeasure

Photo Math

Ikea Place

Ink Hunter

Google Lens (iOS, from Google Photos)







Creating Your Own AR



Blippar



Roar



Can't Discuss AR Without Mentioning...



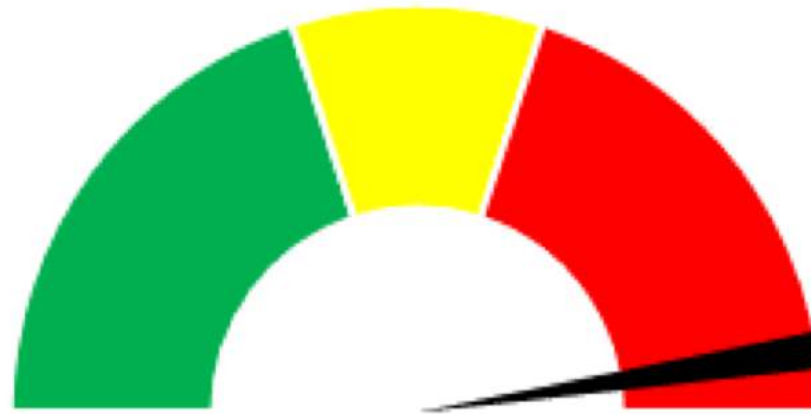


Your First AR Personal Assistant



But not your first AI assistant...we'll discuss that later!

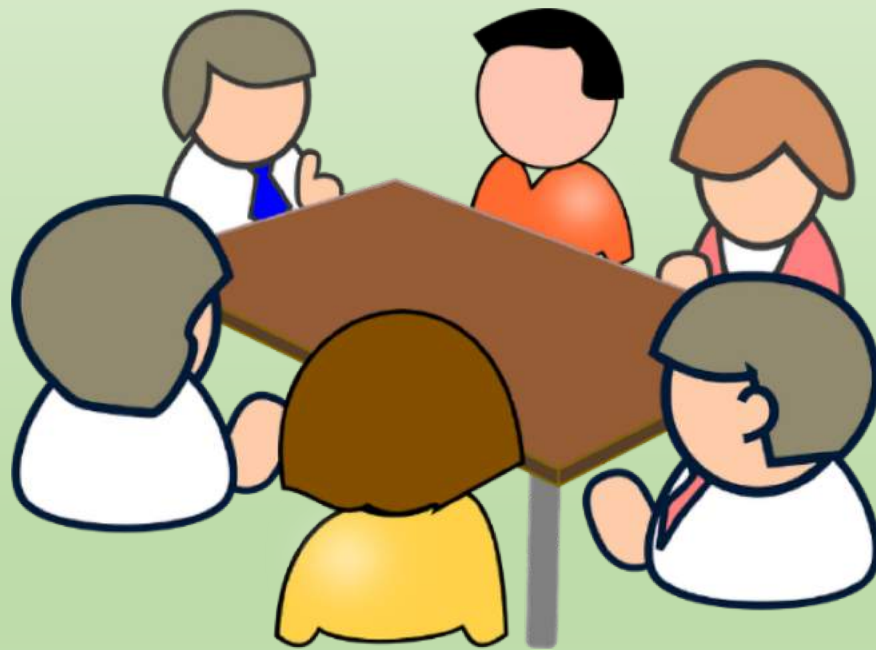
Way
Cool



Way
Creepy



Quick Chat – Name 1 Way AR Will Impact Your Venues & Meetings



AR...or VR?





VR – Game Changer or Not Ready for Prime Time?






VR Experiences





360...Glasses Sometimes Required

SANTA CLARA VIRTUAL TOUR »



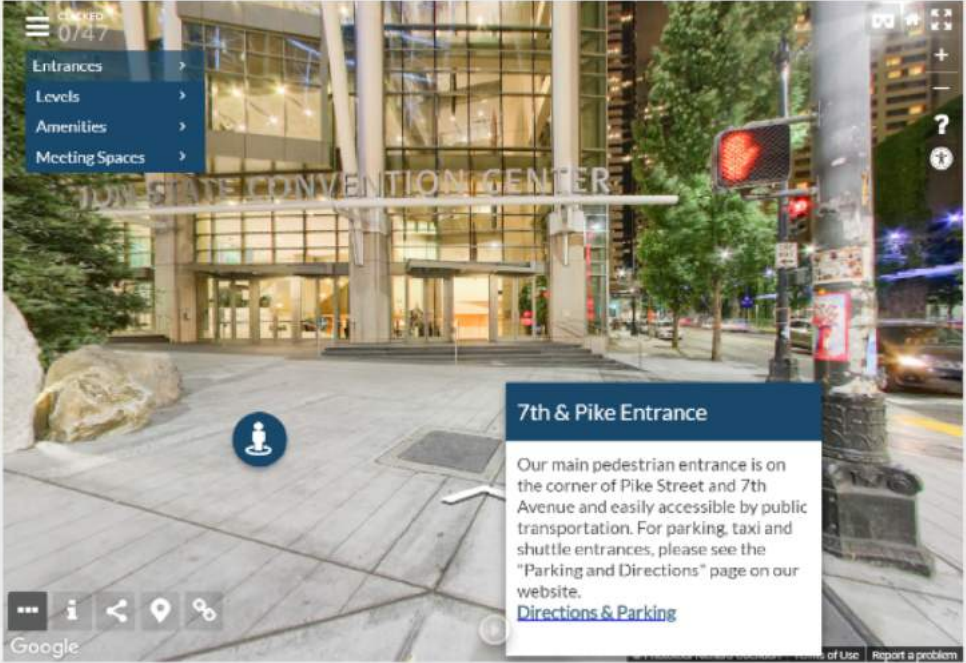
Take a virtual tour around Santa Clara. This tool gives you an aerial view of the city, highlighting some of the attractions and hotels, while also providing videos to give you some insight into these Santa Clara hotels and attractions.

EXPLORE »

Washington State Convention Center

DIRECTIONS & PARKING CONTACT US ABOUT TELL US ABOUT YOUR EVENT

PLANNERS EXHIBITORS VISITORS VENUES UPCOMING EVENTS



0747

- Entrances >
- Levels >
- Amenities >
- Meeting Spaces >

7th & Pike Entrance

Our main pedestrian entrance is on the corner of Pike Street and 7th Avenue and easily accessible by public transportation. For parking, taxi and shuttle entrances, please see the "Parking and Directions" page on our website.

[Directions & Parking](#)

Google



What's New & Next?

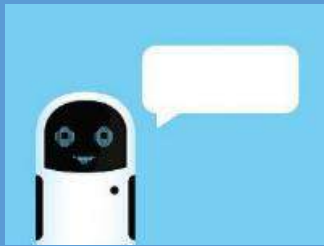




Quick Discussion – Using AR & VR to Tell Your Venue's Story



Artificial Intelligence





Disruption...Popular Music



Disruption...Popular Music



Sony Computer
Science Laboratories,
Paris



LANGUAGE RESEARCH

MUSIC RESEARCH

CREATIVITY RESEARCH

SUSTAINABILITY RESEARCH

PEOPLE

PUBLICATIONS

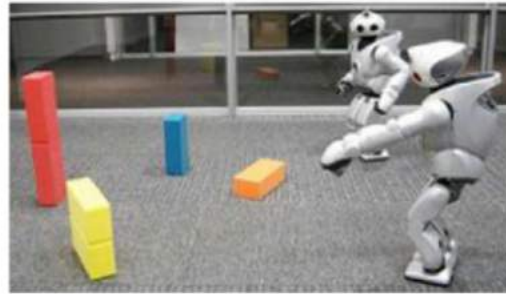
JOBS

CONTACT

20TH ANNIVERSARY

The Sony Computer Science Laboratories in Paris engages in fundamental research in cutting edge areas of science that are relevant for pushing the state of the art in computing. It is a sister laboratory of the Sony Computer Science Laboratories in Tokyo and directed by Dr. Vittorio Loreto.

LANGUAGE RESEARCH



How did language evolve? This question is among the great unsolved mysteries. Other big questions about our nature as human beings and our place in the universe have at least tentative approaches to answers...

MUSIC RESEARCH



The Music team at Sony Computer Science Laboratory Paris was set up in 1997 by François Pachet. The team collaborates with artificial intelligence to understand and create interesting music.





Everyday AI

Amazon/Netflix “...recommended for you”

Google & Alexa

Smart appliances.



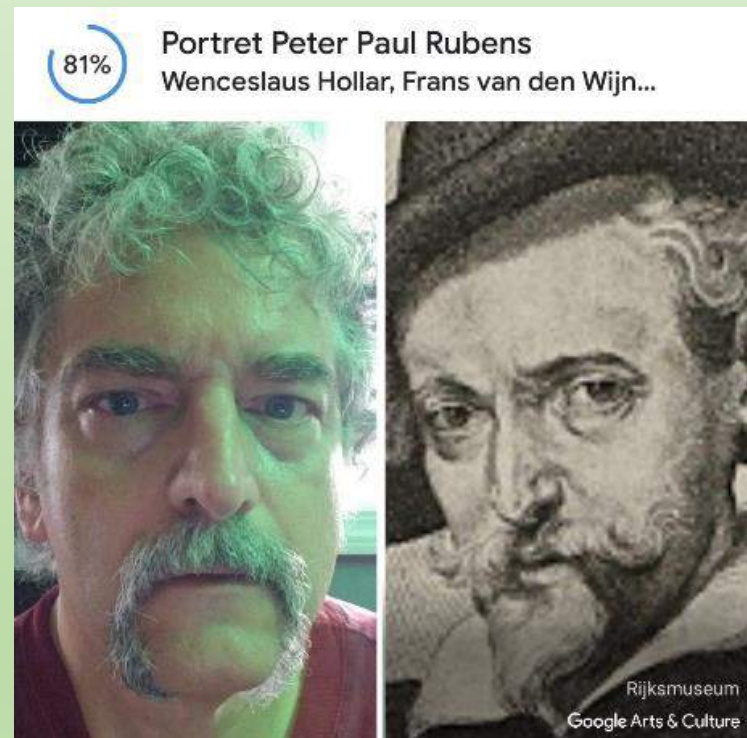


AI and U (and Google)

Google

Google Translate

Google Arts & Culture.





Have You “Met” Amy?

x.ai is a personal assistant who schedules meetings for you.

Add email to waiting list →



HOW? • ABOUT • CONTACT • BLOG



Artificial Intellig



Amy Ingram
to James, Regina ▾

12:58 PM



James Spellos
Hi Regina... So look forv



Amy Ingram
to James ▾

Hi James,

Happy to get this on your

I'm currently scheduling a

When: Negot
Where: You w
Who: Regina

You can always view mor

I'll send out an invite once

Amy



Regina, James | Demo

When Wed Jul 18, 2018 10am – 10:30am (EDT)
Where Phone call
Who James Spellos, Regina Cialone, Amy Ingram*

[Add to calendar »](#)

Agenda

Wed Jul 18, 2018

No earlier events

10am Regina, James | Demo

No later events

Regina, James | Demo

Add to calendar: [Google](#) - [Outlook](#) - [iCloud](#)

When Wed Jul 18, 2018 10:00am – 10:30am EDT

Where James to call Regina at

- Who**
- James Spellos - host
 - Regina Cialone - guest
 - Amy Ingram - assistant to James Spellos



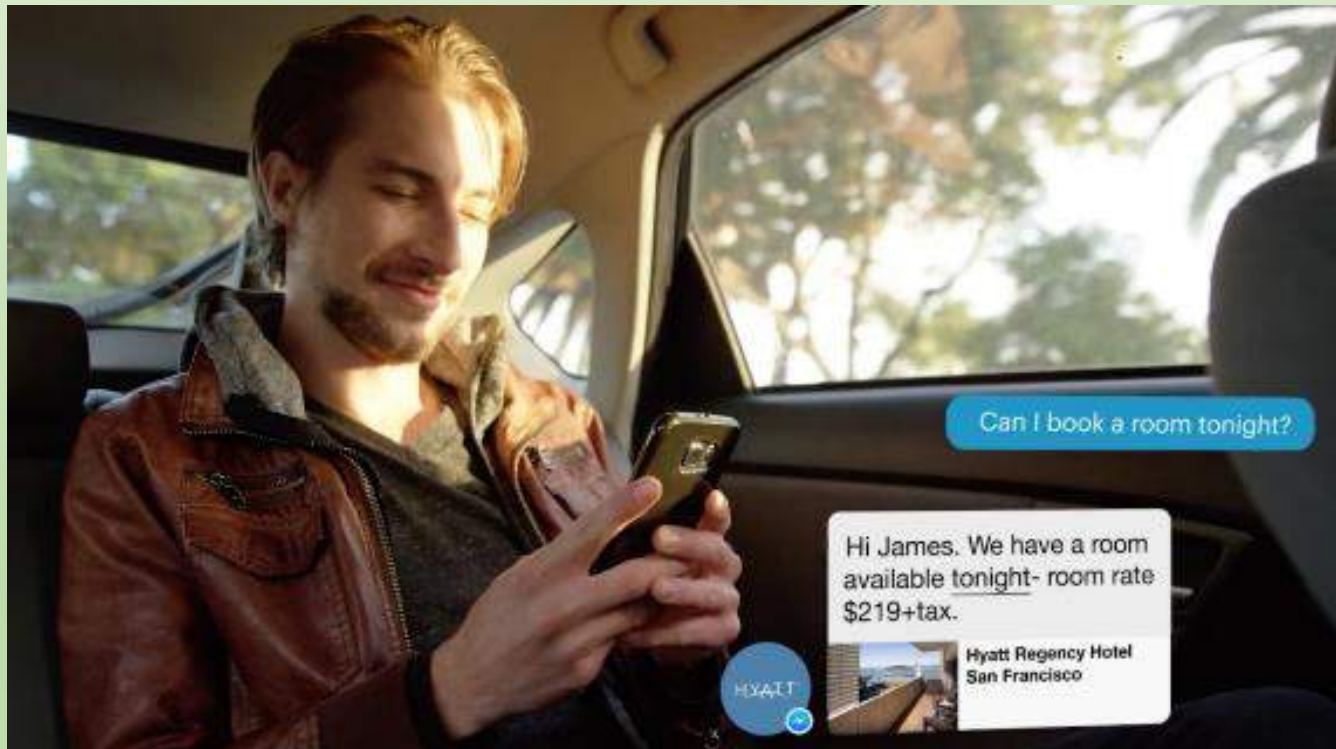
Will This AI Prototype Change Event Registration?



Always remember...look outside of your organization & our industry to get great ideas for tech.



What's a Chatbot?





Application – Bots are Here to Stay

BY SCIENS.IO

CONCIERGE EVENTBOT

A CHATBOT JUST FOR EVENTS OFFERING
EVENT APP FEATURES IN A TEXT MESSAGING EXPERIENCE

Give your attendees the ease and familiarity of texting to access the information and resources they need to get the most out of their event experience.

DISCOVER

Chat with Sio the InfoBot

Sio

Hello I'm Sio! I would love to chat with you about our Concierge EventBot. Just tap CHAT to continue.

Chat with Sio

Great! The Concierge EventBot happens to be my favorite topic since it is one of my kind!

So fair warning 🙄, I do get a bit chatty on this topic.

What would you like to know?

Learn more about our Concierge EventBot... Send



They May Not Be Human, But You Can Still Talk to Them

TechCrunch

Hipmunk

Instalocate

WholeFoods.



Over 10,000 chatbots on Facebook Messenger Platform

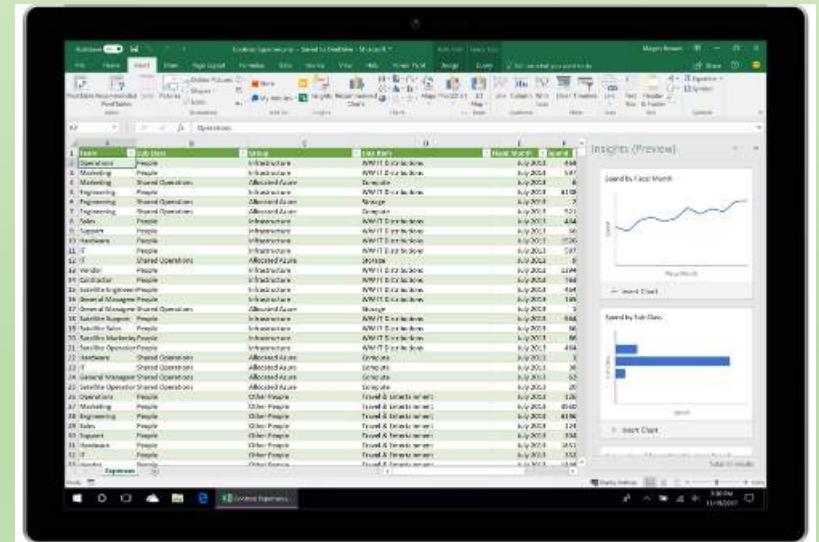


Application – Where Excel Meets AI

Insights - Slowly being rolled out

Coming to all in 2019

Uses AI to analyze your data.





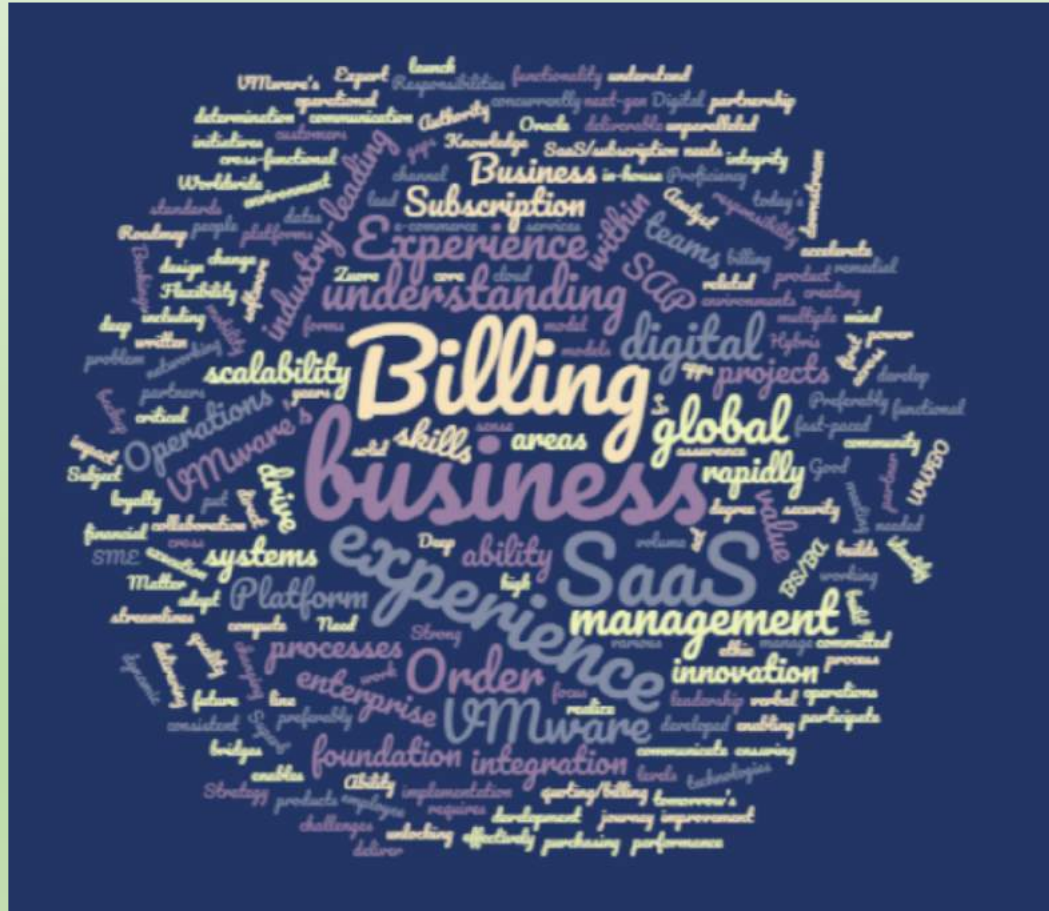
Application - AI and Your Next Hire/Job

AI-based Applicant Tracking Software...





Working Within the AI System





Application - AI and Your Next Job

AI-based Applicant Tracking Software

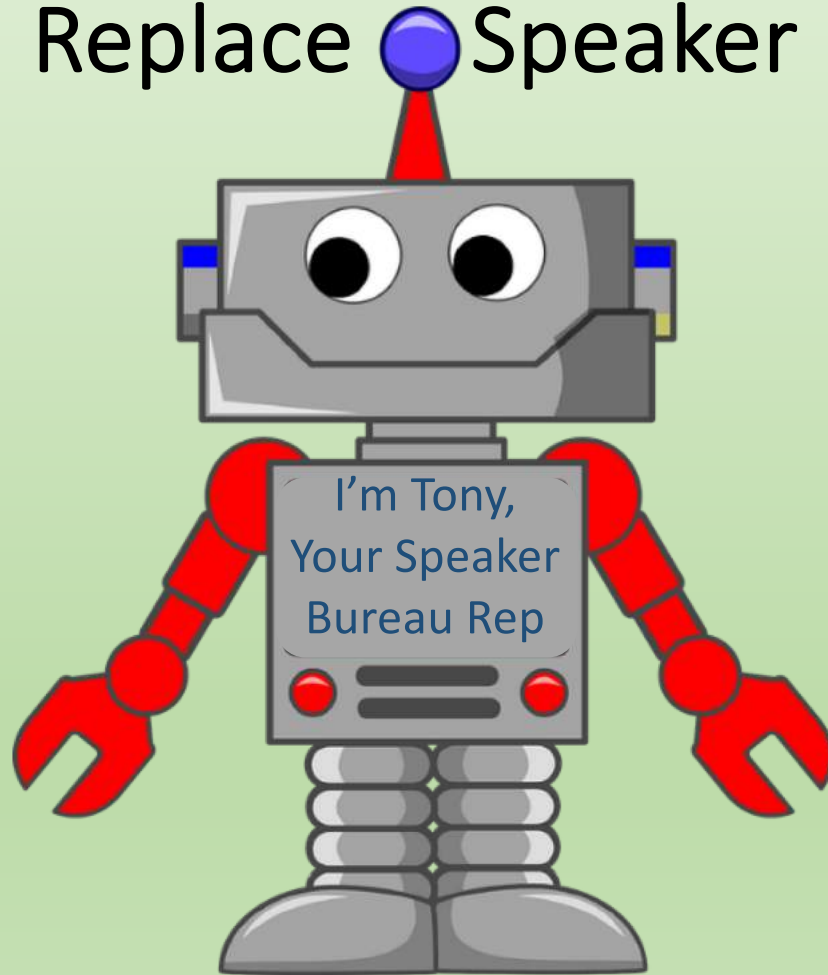
Chatbot communication

Digital Video Screening.





The Future is...Now: Will AI Replace Speaker Bureaus?





Quick Chat – AI & Your Events – How You Can Use it Today



Passing the Turing Test



Google AI

Google Duplex

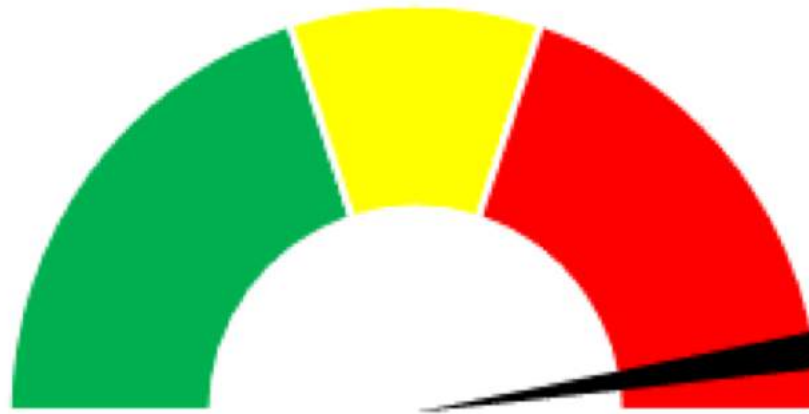


Hi, how can I help?

Google Assistant



Way
Cool



Way Way
Creepy



2020 Foresight



Stand Up or Stay Seated!



2020 Foresight



Stand Up or Stay Seated!



2020 Foresight



Stand Up or Stay Seated!

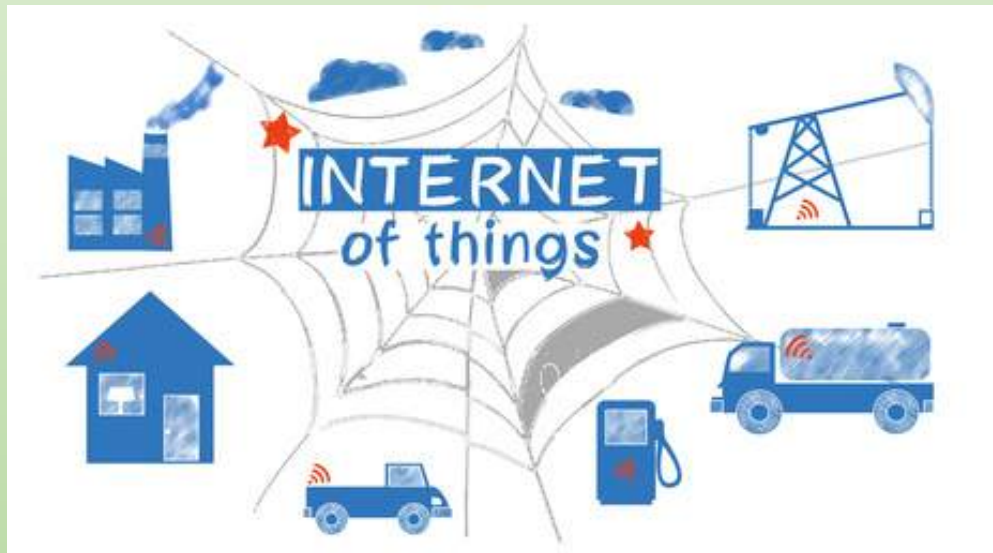


2020 Foresight



Stand Up or Stay Seated!

2020 Foresight



Stand Up or Stay Seated!



2020 Foresight



Stand Up or Stay Seated!



The Question Everyone Asks: Will AI Take Your Job?



Only if you let it!



Remember How We Started?





Your One Great Takeaway





So What's It All Going to Look Like?





Thank You!

James Spellos, CMP

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www.meeting-u.com

www.jspellos.wordpress.com

facebook.com/meetingu

twitter.com/jspellos

paper.li/jspellos

scoop.it/way-cool-tools

and on...and on...and on...