



Top Technology Trends for Venue Sales

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Course Notes:
corbinball.com/assets/trends-uv.pdf

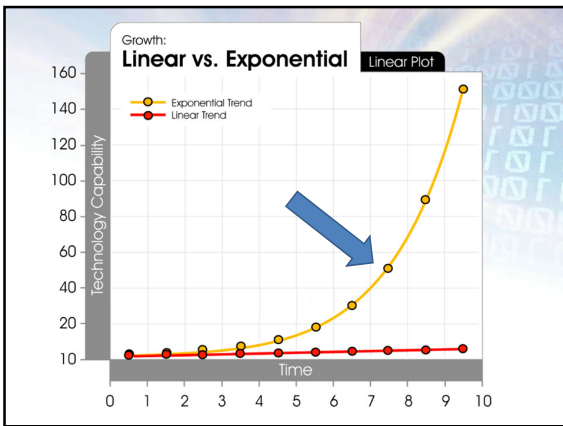
Twitter: @corbinball @uniquevenues
#uvamc

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“Information technologies are doubling their power every year.”



-- Ray Kurzweil, Futurist



Four Venue Tech Trends:

1. Software is cloud-based...

and is becoming faster, cheaper and easier to use!

Trends:
Cloud-based Software Management

Benefits:

- Accessible (24/7 anywhere)
- Standard interface (browser)
- Cross-platform (pc/Mac)
- Limited IT support needed
- Works better with other programs (interoperability)
- Development tools much cheaper and faster
- Total cost of ownership ('freeconomics')

Web-based Venue Management

- Sales/Catering Management
- Web Sites
- Social Media Promotion
- RFPs
- Housing/Travel
- Customer Relations Management (CRM)
- Project Management

Low Cost Web-based Management

Open source web sites:
 wordpress.org
 joomla.com
 vancouverconventioncentre.com
 themeid.com
 sugarforge.org

Four Venue Tech Trends:

2. Wi-Fi and broadband are becoming the lifeblood of events communication...

Planners will be making their venue choices accordingly.



Trend 2A:

Mobile broadband demand will increase annually in high double-digit numbers for the next several years.



Mobile data use doubled in one year from 2012 to 2013.

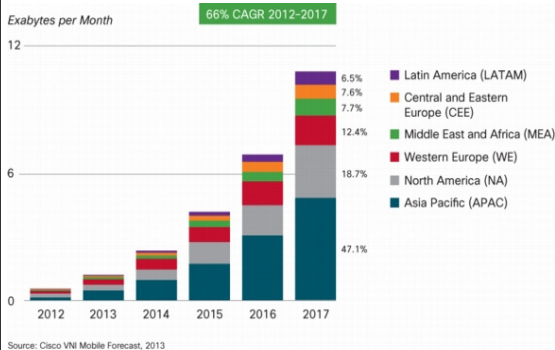
Ericsson Mobility Report, June 2013

Worldwide mobile data traffic will increase 13-fold over the next four years (to 134 exabytes annually by 2017) !

Cisco, Feb 2013



Mobile Broadband Growth



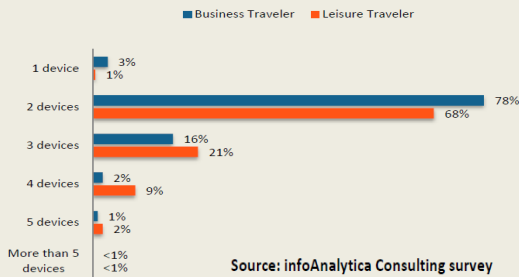
Trend 2B:

Tablet computers and attendees using multiple mobile devices will greatly increase the demand for Wi-Fi at events.



Average consumer has 3.6 devices – up from 1.4 in 2010 -- *USA Today, June 2013*

Numbers of Devices Travels Carry into the Hotel



Tablets will overtake PC sales by late 2013. -- *BetChemistry Ventures, May 2013*

9 out of 10 tablets sold are Wi-Fi only. -- *Gigoam, March 2012*

iPads use 400% more Wi-Fi data than mobile phones. -- *Meraki, 2012*



Mobile Wi-Fi access points: 86% compound annual growth rate through 2016 expected.

-- *Infonetics, March 2012*



Trend 2C:

Attendees want and expect basic free Wi-Fi coverage at events and venues.



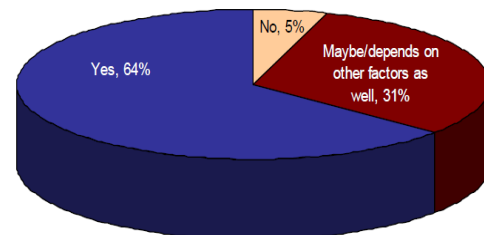
Internet access is at the top of things most guests care about hotels:

Top 5	Total Industry	Luxury	Upscale	Midscale Full-Service	Midscale Limited Service	Economy / Budget	Extended Stay
1	Wireless Internet Access / Wi-Fi	Wireless Internet Access / Wi-Fi	Wireless Internet Access / Wi-Fi	Wireless Internet Access / Wi-Fi	Complimentary Breakfast	Wireless Internet Access / Wi-Fi	Wireless Internet Access / Wi-Fi
2	Complimentary Breakfast	Bedding and Pillow Choices	Complimentary Breakfast	Complimentary Breakfast	Wireless Internet Access / Wi-Fi	Complimentary Breakfast	Complimentary Breakfast
3	Bedding and Pillow Choices	Complimentary Breakfast	Bedding and Pillow Choices	Bedding and Pillow Choices	Bedding and Pillow Choices	Bedding and Pillow Choices	Bedding and Pillow Choices
4	Pillowtop Mattress	Pillowtop Mattress	Pillowtop Mattress	Pillowtop Mattress	Pillowtop Mattress	Free Parking	Pillowtop Mattress
5	Free Parking	Flat Panel TV (HDTV / Plasma)	Free Parking	Free Parking	Free Parking	Pillowtop Mattress	Free Parking

J.D. Powers, 2011

Internet access is at the top of things most guests care about hotels:

Does Free Wi-Fi Affect Choice of Venue?



Source: In-Stat, 9/10

n=1,083

“Conference & event organizers welcome free Wi-Fi in Estonia (E-stonia).”



Trend 2D:

Event apps and other uses requiring Wi-Fi and other bandwidth are exploding at events.



Wi-Fi is becoming the lifeblood of event communications!

82% said free hotel Wi-Fi services to be limited, slow and unreliable.



iPass survey, Sept 2013

Trend 2F:

The technology exists to provide very high density Wi-Fi to large groups in a small area.



During the London 2012 Olympics, BT hit 1 million users of Wi-Fi on its network for the first time ever, with a 19% increase on video.

AT&T Park 2013 season:

An average of 30% of 41,503-seat capacity audience will be on the network at any time.



375 access points

Trend 2G:

Throttled free Wi-Fi is becoming the norm at many convention centers and hotels. Charges for premium service.



Proposed minimum standard:

- Provide throttled internet (512kb/sec*) throughout the facility for free.*
- Charge for higher speeds, dedicated bandwidth or other services.
- Premium attendee access: US\$10-12/day
- Premium exhibitor access: more



Smart City Network

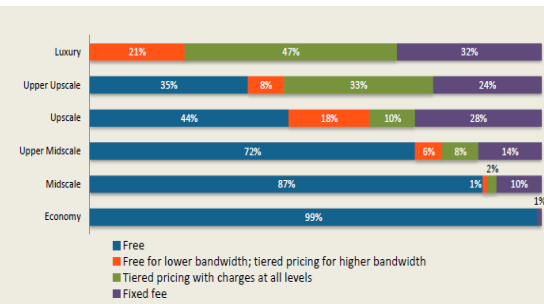
Free in public spaces (256Kb D, 128Kb U)

- America's Center Convention Complex
- Henry B Gonzalez Convention Center
- Orange County Convention Center
- Anaheim Convention Center
- Hyatt Regency Santa Clara
- Phoenix Convention Center
- Cashman Center - Las Vegas
- Indiana Convention Center & Lucas Oil Stadium
- David L. Lawrence Convention Center
- Charlotte Convention Center
- Kentucky Exposition Center
- Reliant Park
- Colorado Convention Center
- Kentucky International Convention Center*
- Reno-Sparks Convention Center
- Dallas Convention Center
- Las Vegas Convention Center
- San Diego Convention Center
- Duke Energy Convention Center
- Long Beach Convention Center
- Santa Clara Convention Center
- Fort Worth Convention Center
- Los Angeles Convention Center
- Virginia Beach Convention Center
- George R. Brown Convention Center
- Miami Beach Convention Center
- Walter E. Washington Convention Center
- Greater Columbus Convention Center
- Minneapolis Convention Center
- Seattle Center
- Washington State Convention Center

Other facilities

- Kansas City CC: 512 Kbs UD all areas
- Hong Kong CC: 512Kbs all areas
- Toronto CC: 512Kbs prefunction areas
- Vancouver CC: 512Kbs at café and main entrance
- Melbourne Convention Center: Free Wi-Fi throughout (256K)
- McCormick Place: exhibit hall, meeting rooms, public spaces (256K)
- Georgia World: common areas (lobby, restaurants)
- Boston Convention Center: Free Wi-Fi throughout
- Kuala Lumpur Convention Center: "Hotspots" throughout
- Atlantic City: Exhibit halls, prefunction, Boardwalk Hall
- Moscone (128-256K)
- Prague: Free throughout most hotels and CC
- UK: 200 venues including 4 convention centers (Liverpool CC, Birmingham CC, Twickenham, Nottingham CC) from ABPCO
- London: World's largest free Wi-Fi network

HSIA Pricing Models



Source: infoAnalytics Consulting survey

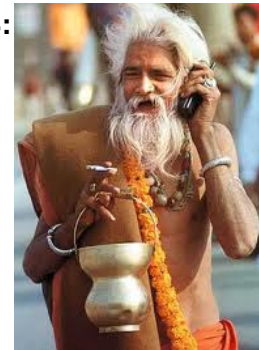
Four Venue Tech Trends:

- 3. **Mobile technology is transforming venues sales, events and society in general.**



By the end of 2013:

More mobile devices on Earth than people!



Cisco Visual Networking Index Forecast, Feb. 2013

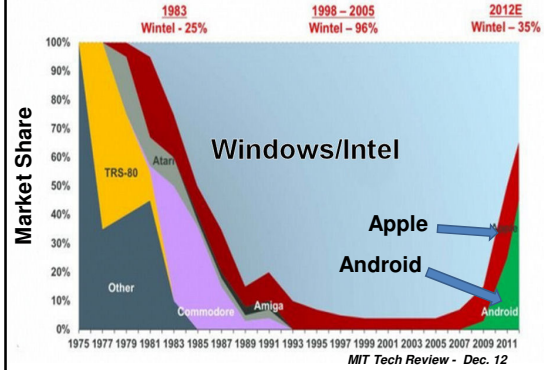
1 billion smart phones in use.

2 billion by 2015!



Ericsson Mobility Report, June, 2013

Global Personal Computing OS Shipments



Mobile apps moving to late majority:



Low Cost/Free (DIY) Apps:

- buzztouch.com
- biznessapps.com
- guidebookapp.com
- leebug.com

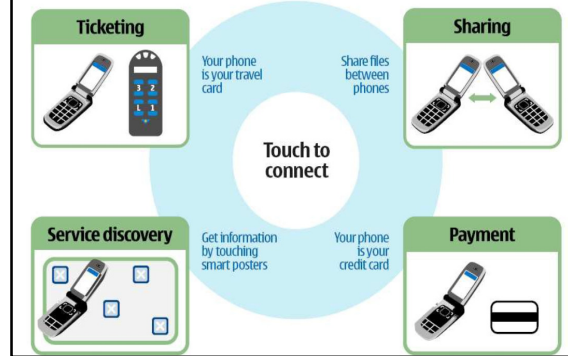


Venue Applications

- swiftmobile.com
- emarketing360.com
- swamicity.com
- heathmanhotel.com
- tourismvancouver.com
- heathmanhotel.com
- logiclink.com
- ipub.si



NFC Use cases



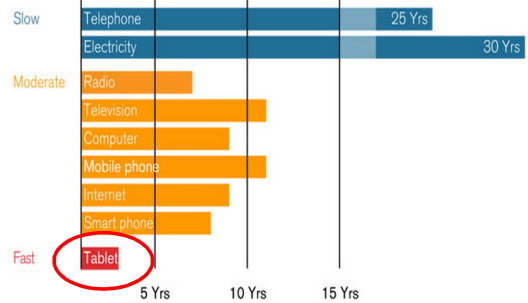
Augmented Reality

- google.com/mobile/goggles
- g.co/projectglass
- wifarer.com
- indooratlas.com
- wordlens.com



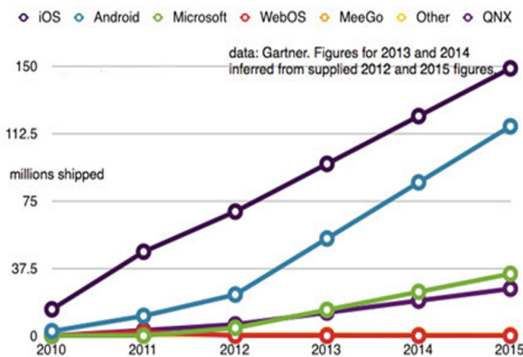
U.S. Technology Adoption Rates

Time from consumer availability to 10% penetration:



MIT Technology Today, May 2012

Tablet Sales Predictions



benefits

- Large, high resolution screen
- Light
- Instant on
- Intuitive
- GPS capable
- Thousands of free apps

Paperless Binders

dropbox.com
apple.com/iwork/pages/
apple.com/iwork (numbers)
bytesquared.com/product/office/ipad
paperportnotes.com
goodiware.com/goodreader.html
onenote.com

Paperless Binders

3 steps:

- A. PDF conversion
- B. Cloud storage (optional)
- C. PDF readers/annotators

A. PDF Conversion

- PDF is the cross-platform document standard – great with tablets.
- Locks formatting.
- Conversion is easy.



B. Cloud Storage



C: PDF annotation tools



Essential Mobile Tools and Apps

DropBox	Hootsuite
GoodReader	Kayak
Evernote	TriplT
Office2 HD	GateGuru
Dragon Dictation	FlightBoard
Pentultimate	Frommer's Travel Tools
PipelinePro	Yelp
Sale Navigator	Foodspotting
SlideShark	HearPlanet
Map	TWC – The Weather Channel
Zite	LodgeNet
Google browser	DocScan HD

Four Venue Technology Trends:

4. Virtual and hybrid meetings will not replace face-to-face meetings...

(but will still play an important role).

Virtual and Hybrid Meetings

Video Conferencing

- skype.com
- essentialet.com
- plus.google.com
- rolandssystemsgroup.com

Tele-immersion

- polycom.com
- cisco.com/telepresence
- advanced.org
- teleportec.com
- dvetelepresence.com

Hybrid event:

An event that combines both face-to-face and virtual experience for local and remote attendees

50%

Of planners said that that cannibalization was a top concern in their organization.

*MPI Hybrid Meeting Survey
Sept.,2012, 1,800 participants*

67%

Planners said attendance did not change with a hybrid meeting.

*MPI Hybrid Meeting Survey
Sept.,2012, 1,800 participants*

88%

Reported no negative change in future meetings.

(23% reported attendance increased, 65% no change.

*MPI Hybrid Meeting Survey
Sept.,2012, 1,800 participants*

Why did you attend virtually?

(Why did you stay home instead of traveling?)

1. Travel budget 55%
2. Can't be out of the office 50%
3. Cost of event 45%
4. Not enough lead time to plan to attend 25%
5. I chose to watch the recording later 20%
6. I learned about the event while it was happening 10%
7. I prefer to attend virtually 15%

*MPI Hybrid Meeting Survey
Sept., 2012, 1,800 participants*

Resources:

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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 quoted in the New York Times, the Wall Street Journal, Fast Company Magazine and numerous other publications. Corbin serves or has served on many hotel, corporate and association boards. He is the only person to receive both MPI's International Supplier of the Year and MPI's International Chapter Leader of the Year awards. Corbin has been named in 2012 as one of "The 25 Most Influential People in the Meetings Industry" by Successful Meetings Magazine, the 5th time he has received this award.

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