How to Profit from Using Social Technologies in Events and Conferences

Ray E. Jimenez, PhD
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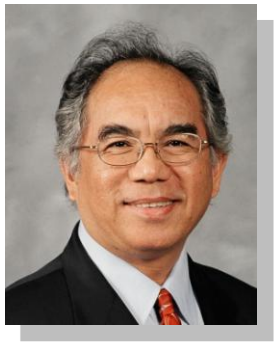

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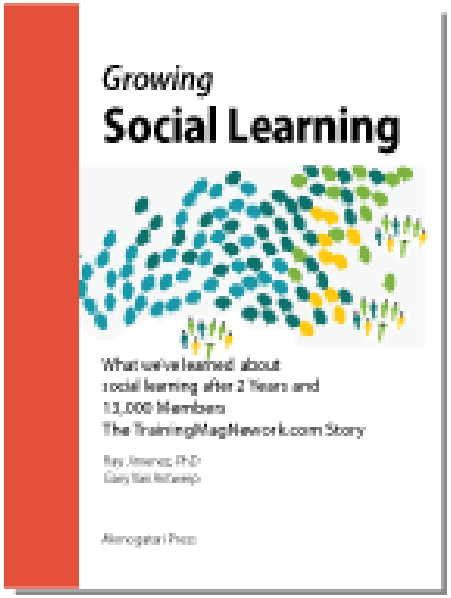

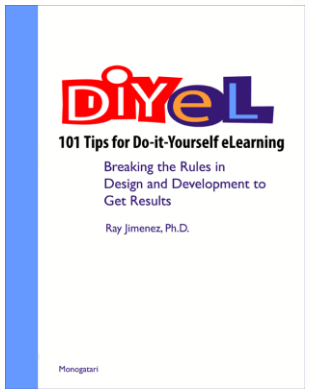

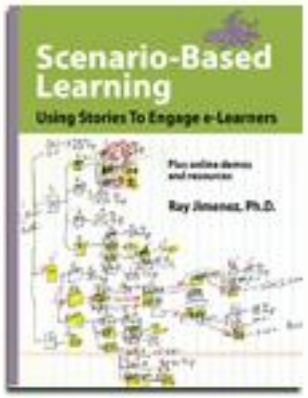

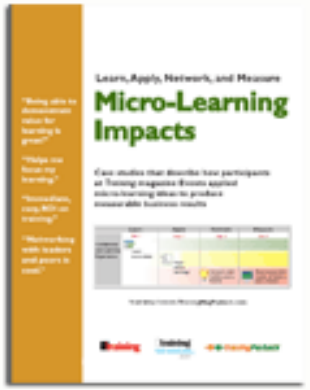

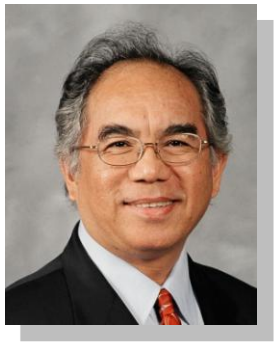

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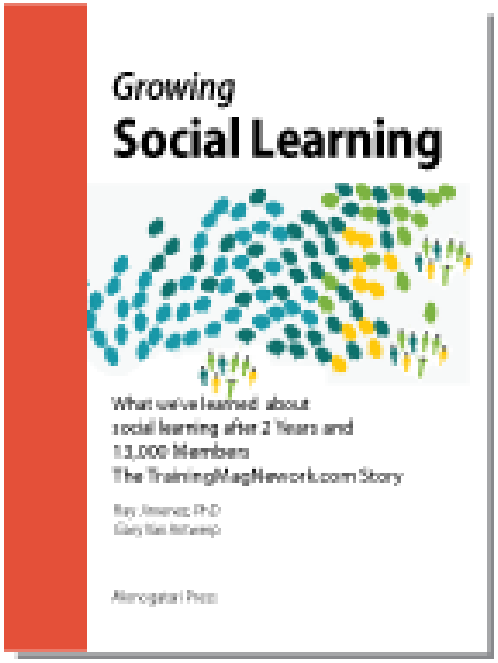


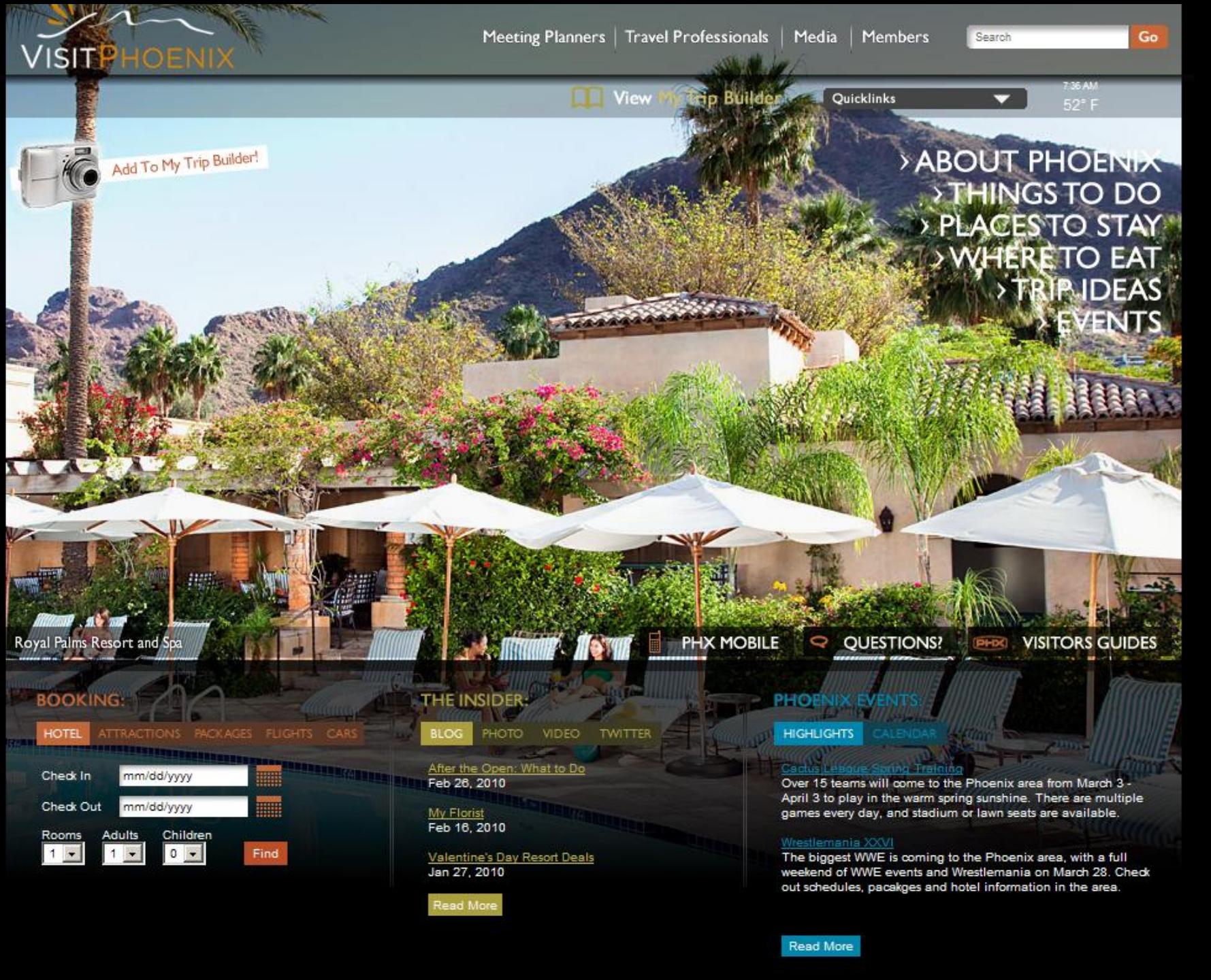
Request for a FREE copy of Ray's eBook on Growing Social Learning

Send email:
http://my3mg.com/reusables/contact.php

Quick Survey

How many of you are familiar with:

_____ Facebook
_____ LinkedIn
_____ Delicious
_____ YouTube / Flickr
_____ Wikipedia
_____ Twitter
_____ Cvent
_____ PlannersConnect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CARS
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PHOENIX EVENTS:
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Cactus League Spring Training
Over 15 teams will come to the Phoenix area from March 3 - April 3 to play in the warm spring sunshine. There are multiple games every day, and stadium or lawn seats are available.
Wrestlemania XXVI
The biggest WWE is coming to the Phoenix area, with a full weekend of WWE events and Wrestlemania on March 28. Check out schedules, pacakges and hotel information in the area.
Read More

A drill down of Facebook's US demographics

- 56.3% female
- 58.4% have some college education
- 14% are non-white
- 34% work as professionals, executives, sales, education, or technical
  - 12% are full time students
- 12% have children under 16

Source: Nielsen//NetRatings FORRESTER®

What do you think is most popular travelers' activities? (use your draw tool)

_____ 1. Uploading photos/videos
_____ 2. Rating products or services
_____ 3. Visiting chat rooms
_____ 4. Posting content to blogs

Some statistics

U.S. Travel Association 2009 Study

Travelers' most popular social networking activities

1. Uploading photos/videos (49 percent),
2. Rating products or services (46 percent),
3. Visiting chat rooms (25 percent) and
4. Posting content to blogs (25 percent).

Other activities

U.S. Travel Association 2009 Study

- Ask advice about a destination
- Ask advice about a travel supplier
- Learn about travel deals
- Get updates on destinations and travel suppliers
- Join communities with like travel interests

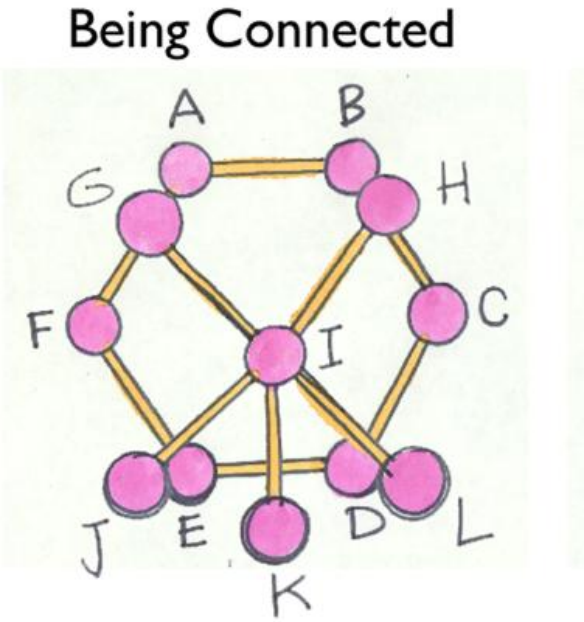
Welcome to Conference 2.0

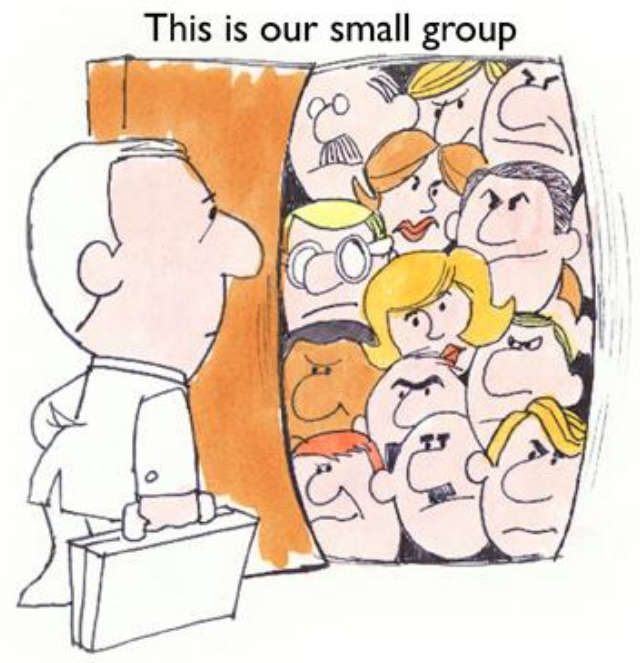
Social media is putting an end to the passive role attendees traditionally play at business gatherings.

- **Changing behaviors**
- **Un-conference**
- **Lobbycamp**
- **Panel picker**
- **Parties 2.0**

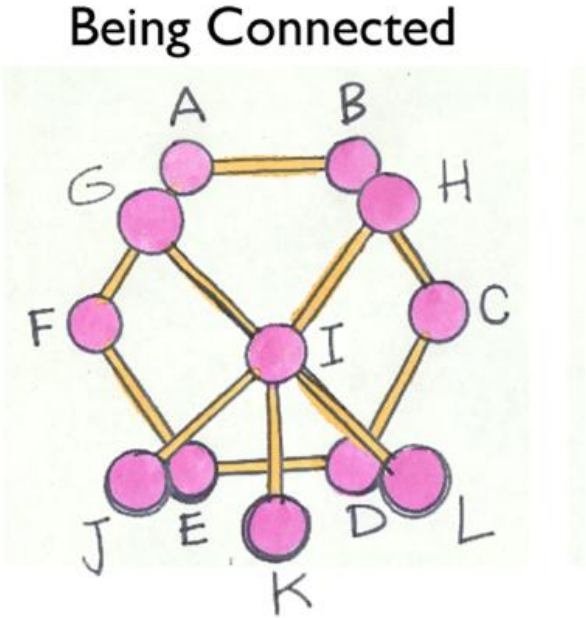
Facebook founder and CEO
Mark Zuckerberg

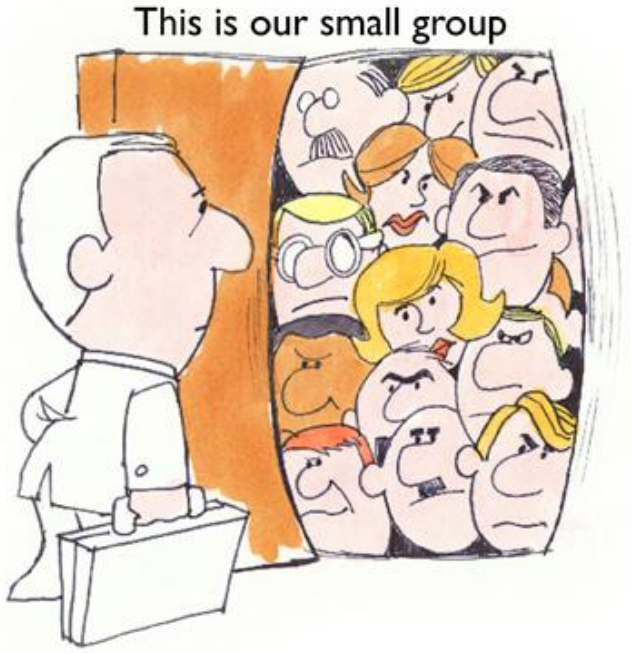
Does social media mean socialization or finding solutions? (type in chat)





Why, what and how to pay for it?





3-Part Webinars

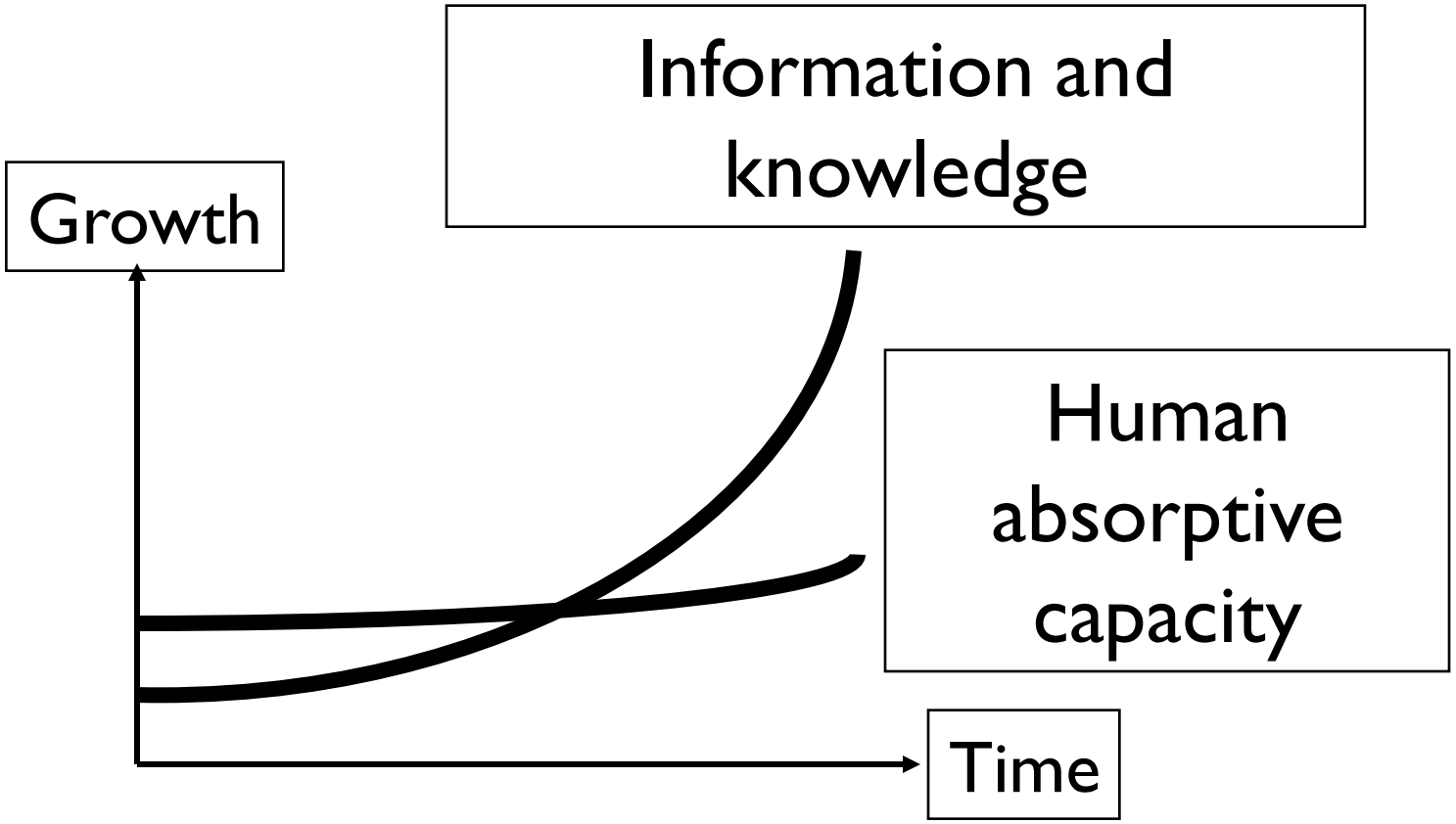
- How to pick the right mix of technologies
- How to grow your community
- How to monetize

Webinar I

Latest Developments in Social Technologies that Impact Events and Conferences

- Selecting tools from the abundance of new technologies
- Finding the right fit of technologies and types of events
- Developing a strategy to converge social technologies with face-to-face events

A world of rapidly growing knowledge ….



Cohen & Levinthal 1989

A world of rapidly growing knowledge ….

>

One week in 2007

A person's lifetime in 18th century

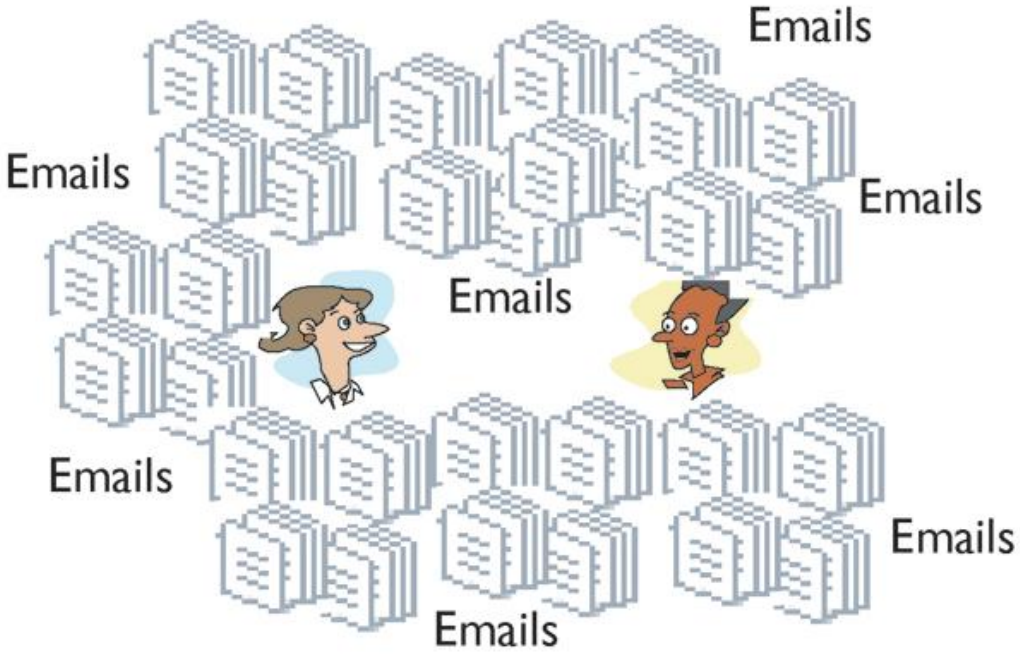
A world of rapidly growing knowledge …

Industry knowledge

50% knowledge outdated

50% knowledge relevant

Drowned by Email

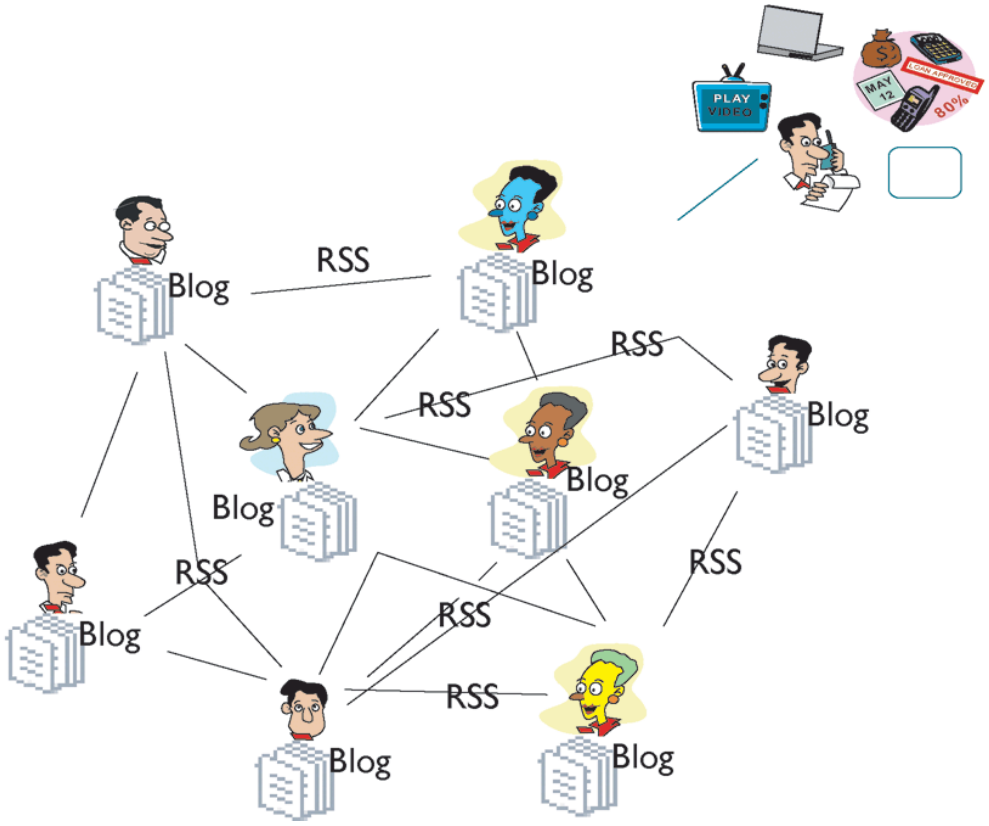


Why is email the most ineffective way of communication? Type in Chat

Blogging

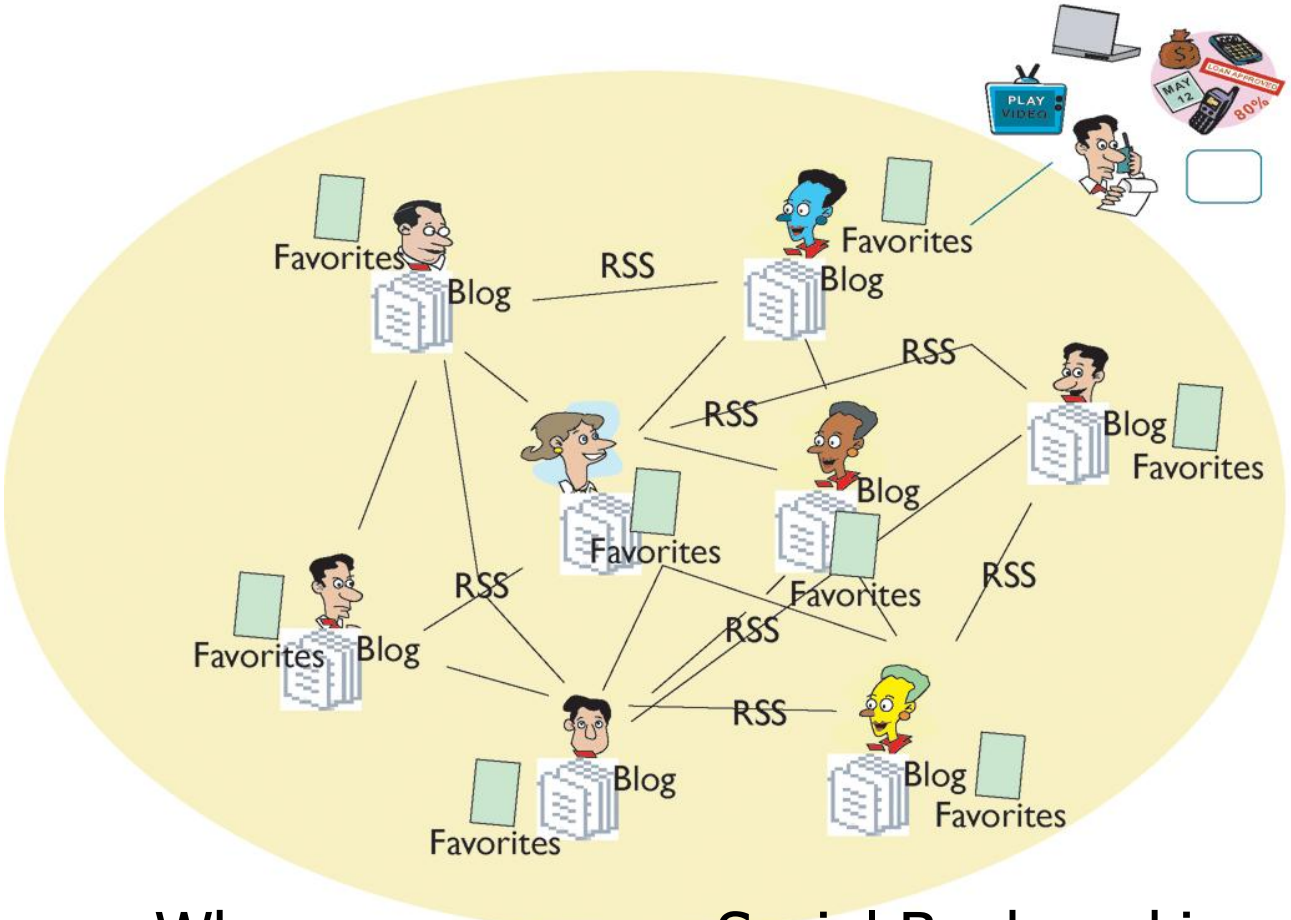
Why people blog?
Type in Chat

RSS - Really Simple Syndication



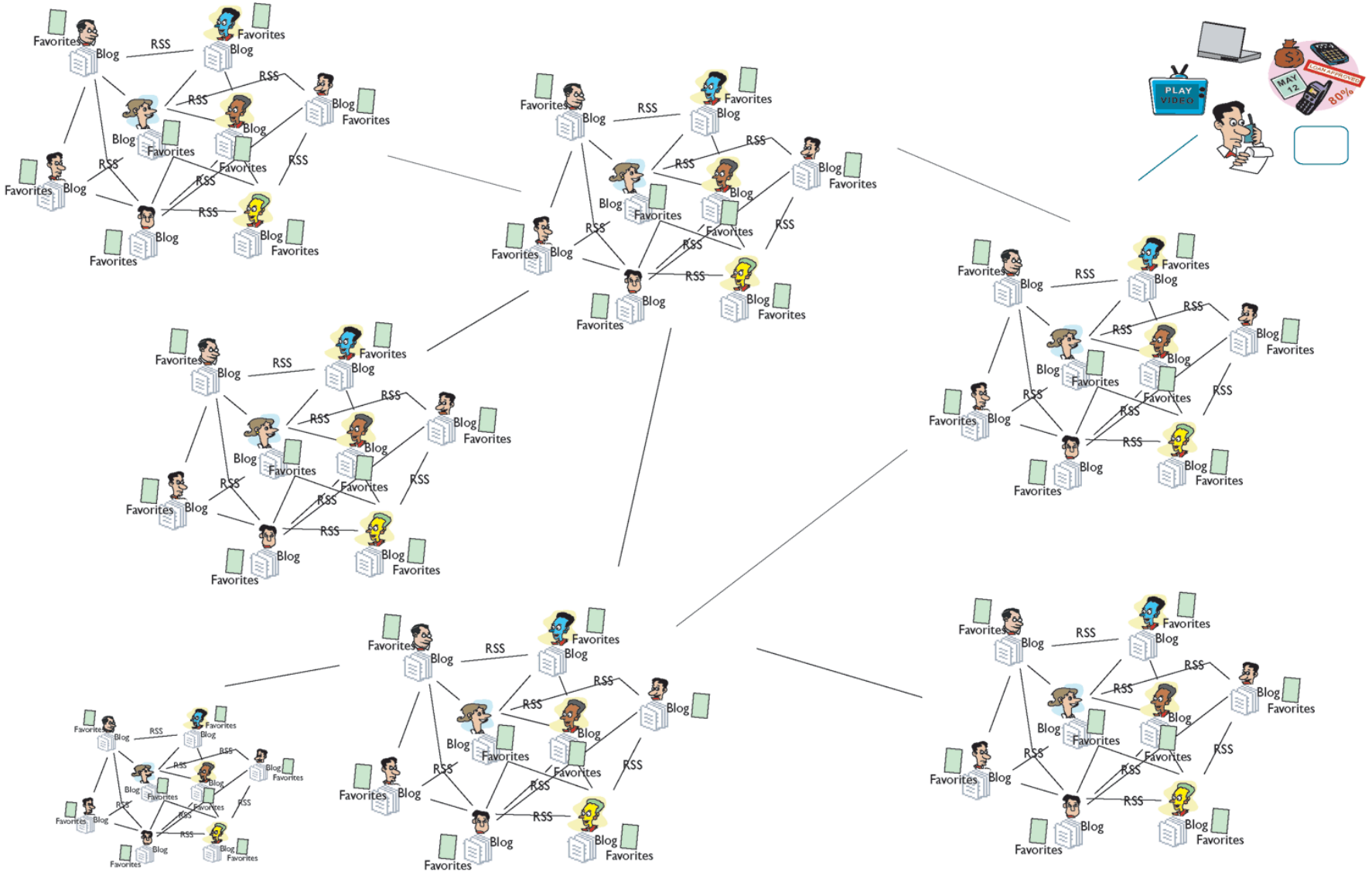
Where can you use RSS in travel and planning?
Type in Chat

Social Bookmarking
RSS - Really Simple Syndication



Where can you use Social Bookmarking in learning? Type in Chat

Network Connectedness

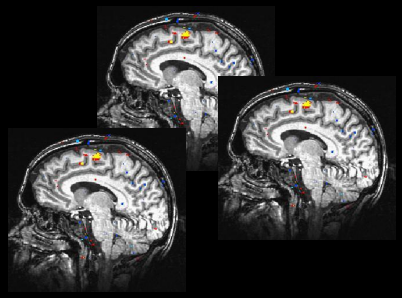


Surrogate with people (Marco Polo did it too)

Translator
Guide
Observer
Safety

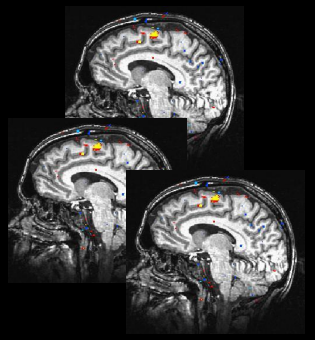
Surrogate Relationship

Outsourced Brain - Connected



Podcast

Delicious

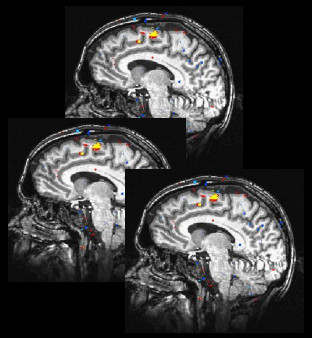


RSS

SecondLife

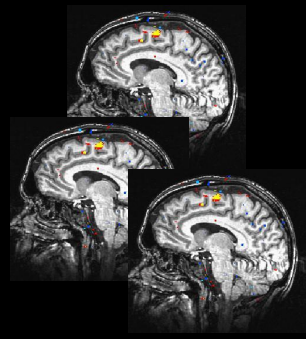
Wiki

Blog



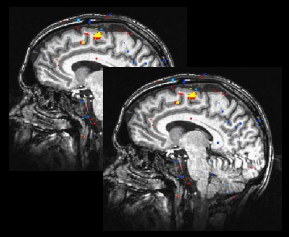
Collaboration tools

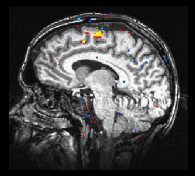
PDAs, Cell



LinkedIn

FaceBook





Easier, faster, more accessible, cheaper Web 2.0 solutions

Common uses in events and meetings

- Product launches
- Marketing, leads
- Advance registration
- Reservations, references/requests
- As-it-happens communications
- CVB – travel schedules
- Alerts, notices, changes
- Crisis situations
- Photo sharing
- Advance studies, learning
- Advance property reviews
- Contacts prior face-to-face meetings
- Certifications
- Logistics
- Group coordination
- Journaling, notes taking
- Referrals
- Jobs, suppliers

Can you add to the list? (type in chat)

3-Part Webinars

- How to pick the right mix of technologies
- How to grow your community
- How to monetize

3 Tips

How to pick the right mix of technologies

1. Learn the overview of technologies/their values
2. Conduct a "conversation and tasks mapping"
3. Study the techno-profile of your members

Tip I

Learn the overview of technologies/their values

Brands of social media

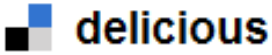
Types of social media

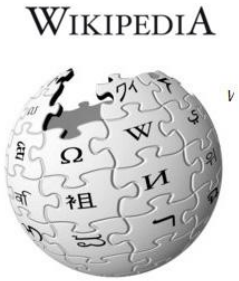
- Sharing stories, photos
- Conversations
- Syndication/Distribution
- Viral communication
- Tasks-based widgets/tools

- Sharing stories, photos

- Conversations

- Syndication/Distribution





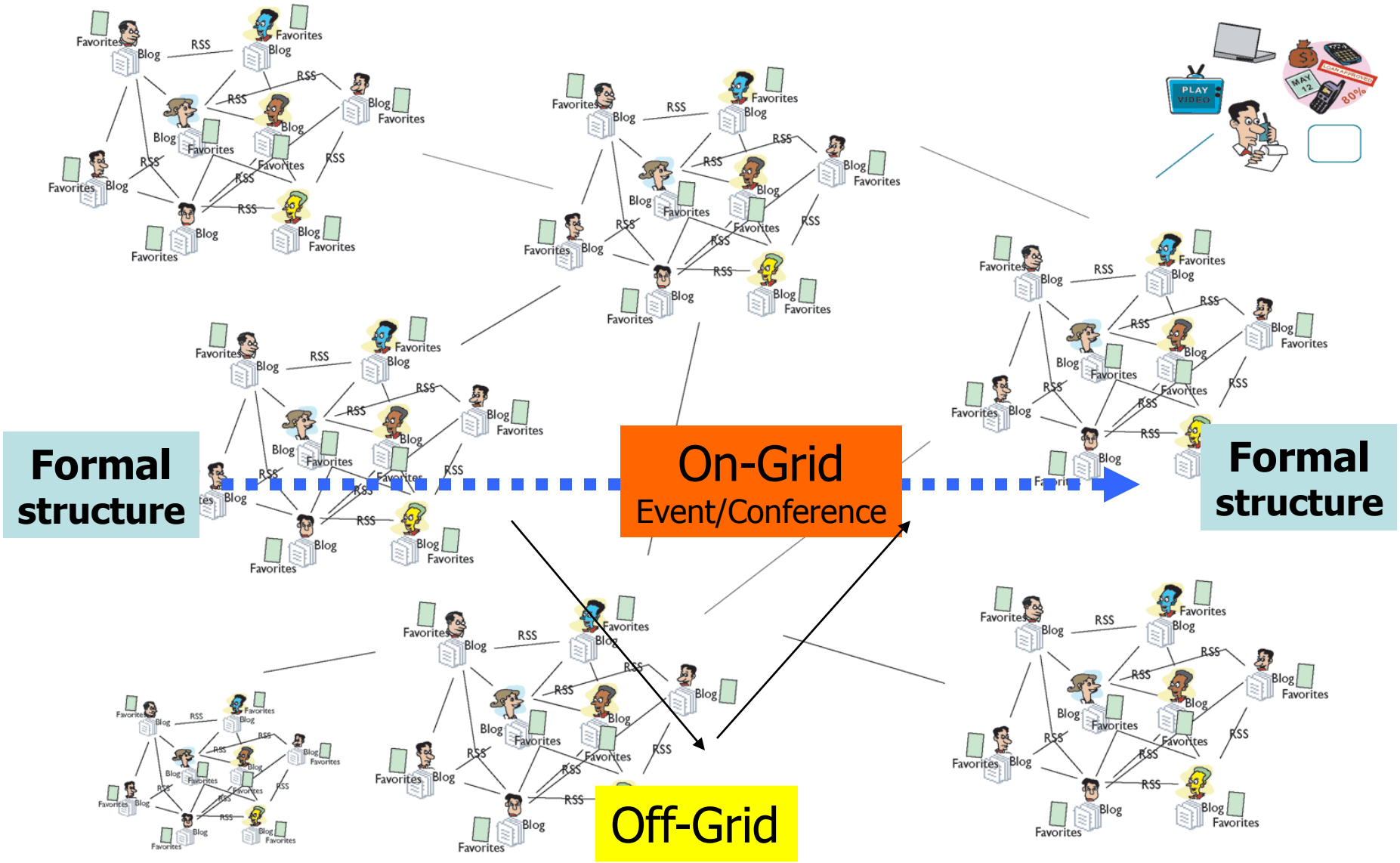
- Viral communication

- Tasks-based widgets/tools

Why is it important to know the technologies and their values?

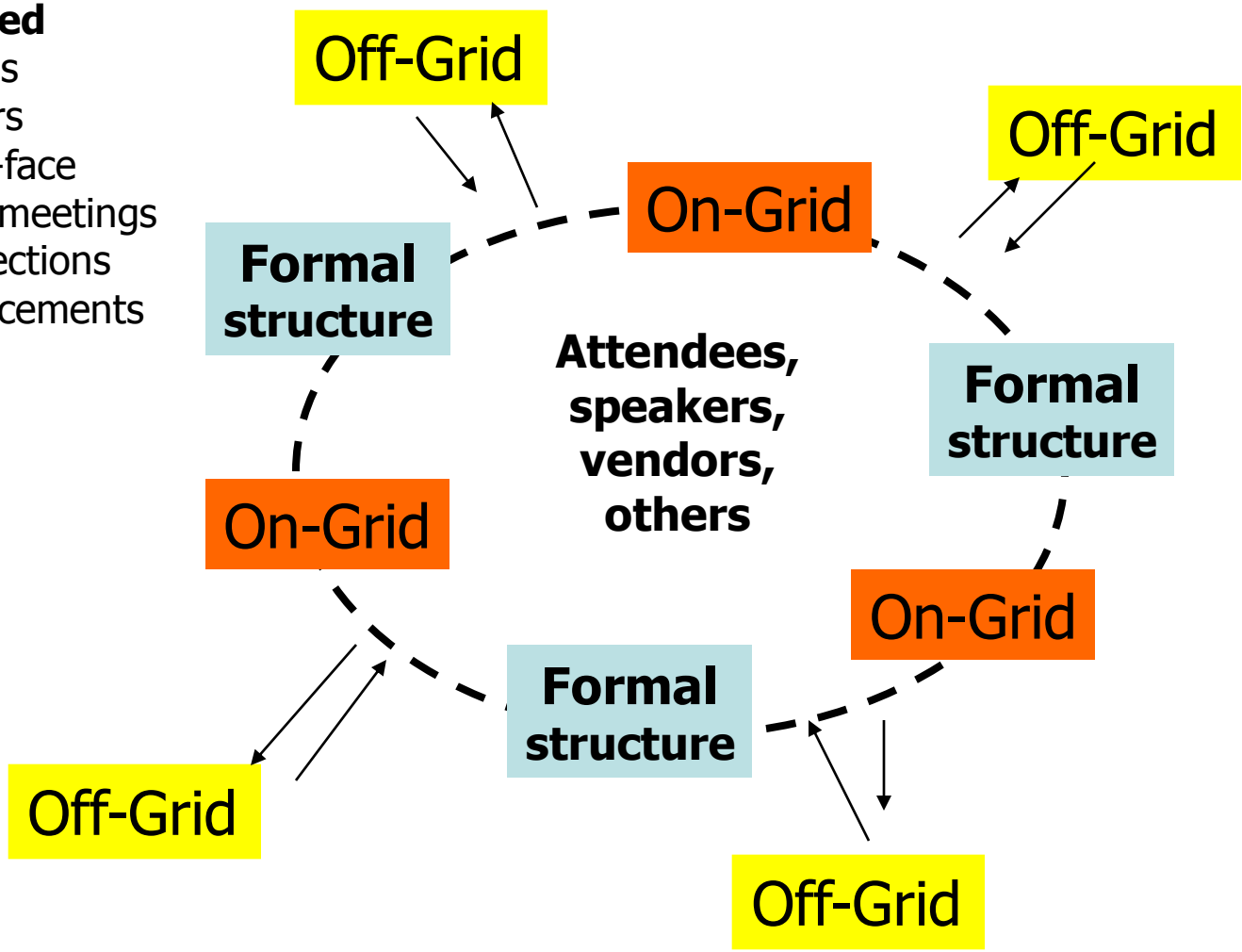
(type in chat)

Where to use technologies in Events/Conferences 2.0



Where to use technologies in Events/Conferences 2.0

On-Grid managed
Meetings
Webinars
Face-to-face
Vendor meetings
Site selections
Announcements
Etc.



Off-Grid Self-driven
Properties info
Discussions
Groups
Wiki, Twitter, Podcasts
Collaboration
Tasks-based
Teams

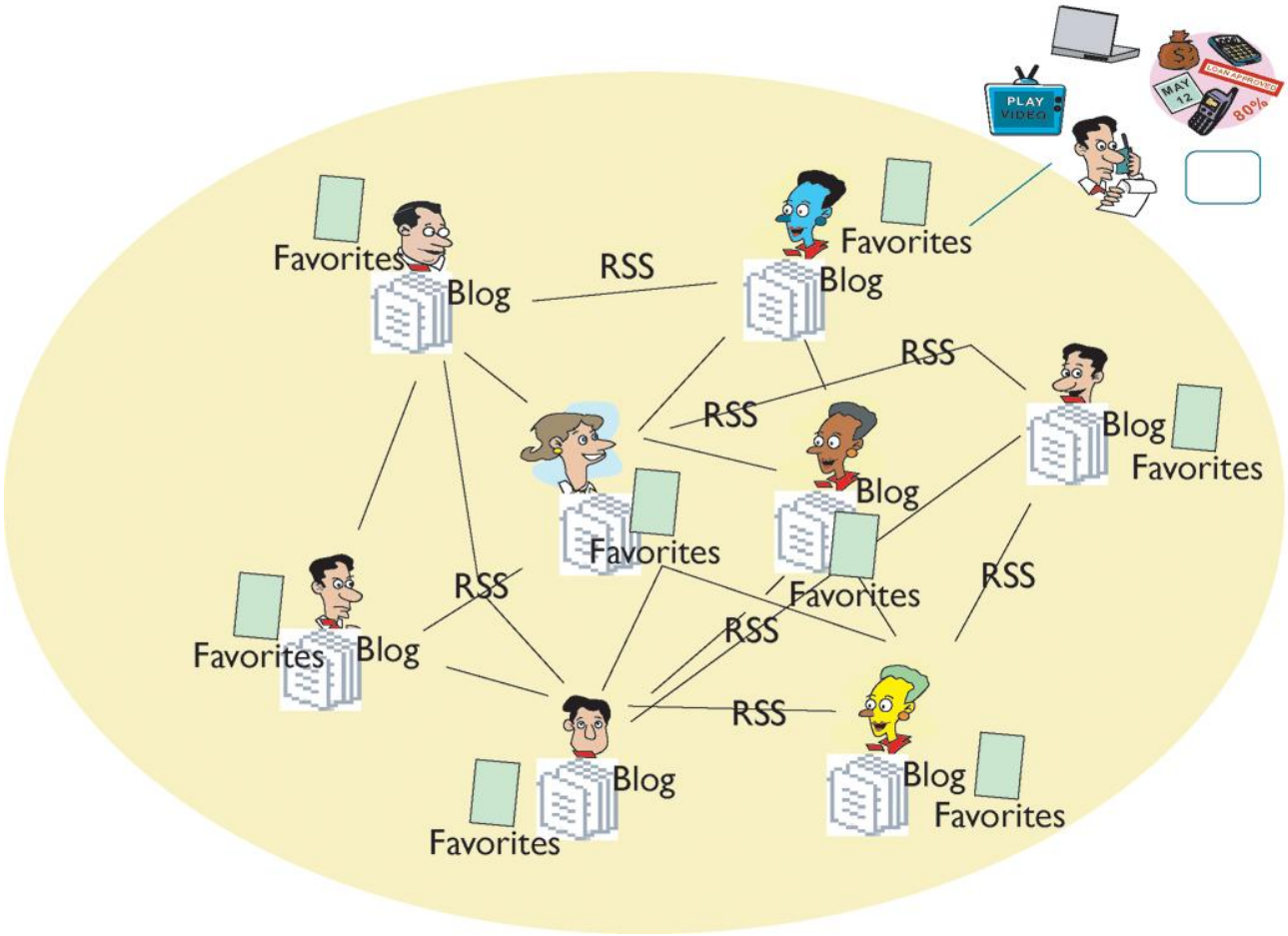
Tip 2

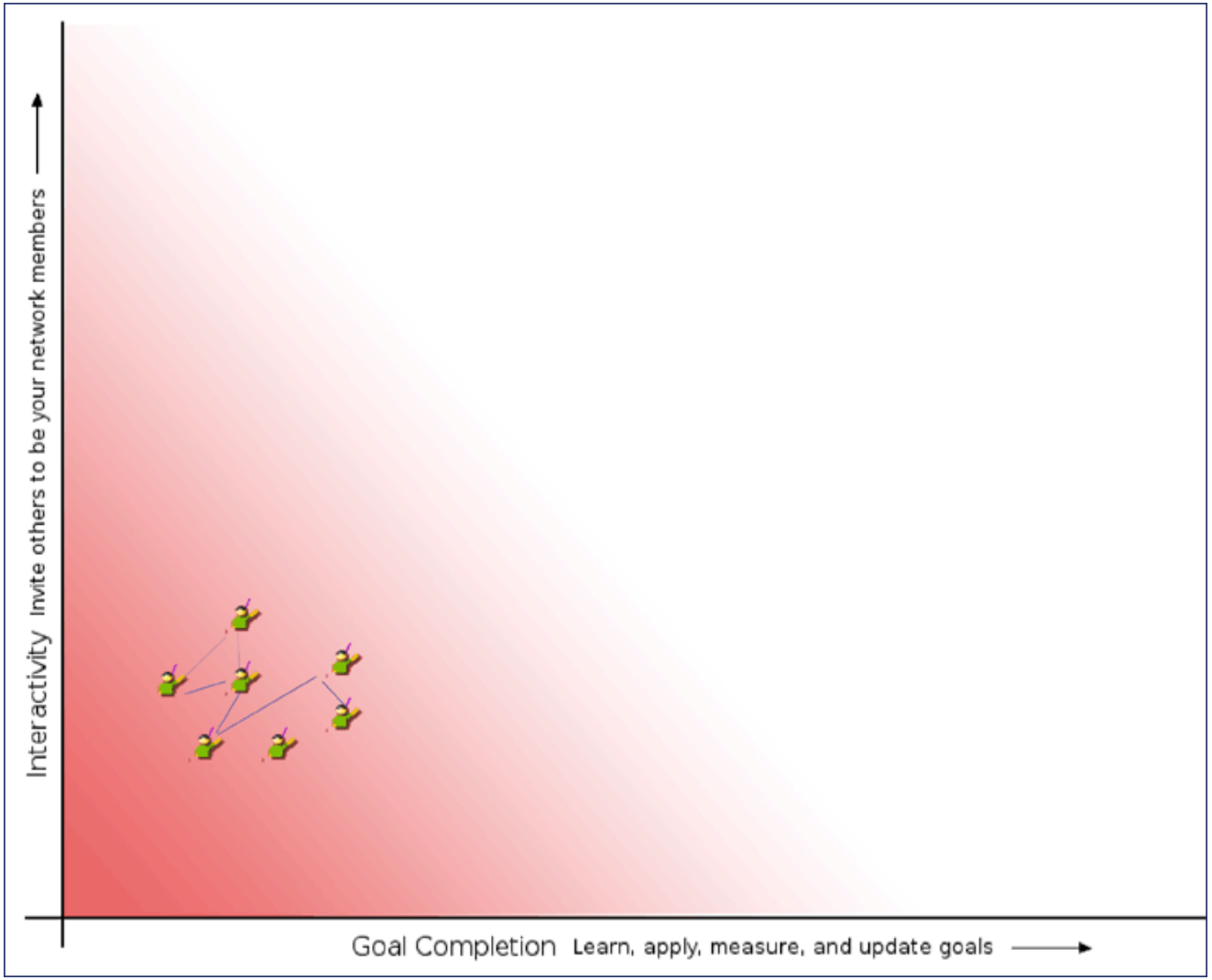
How to pick the right mix of technologies

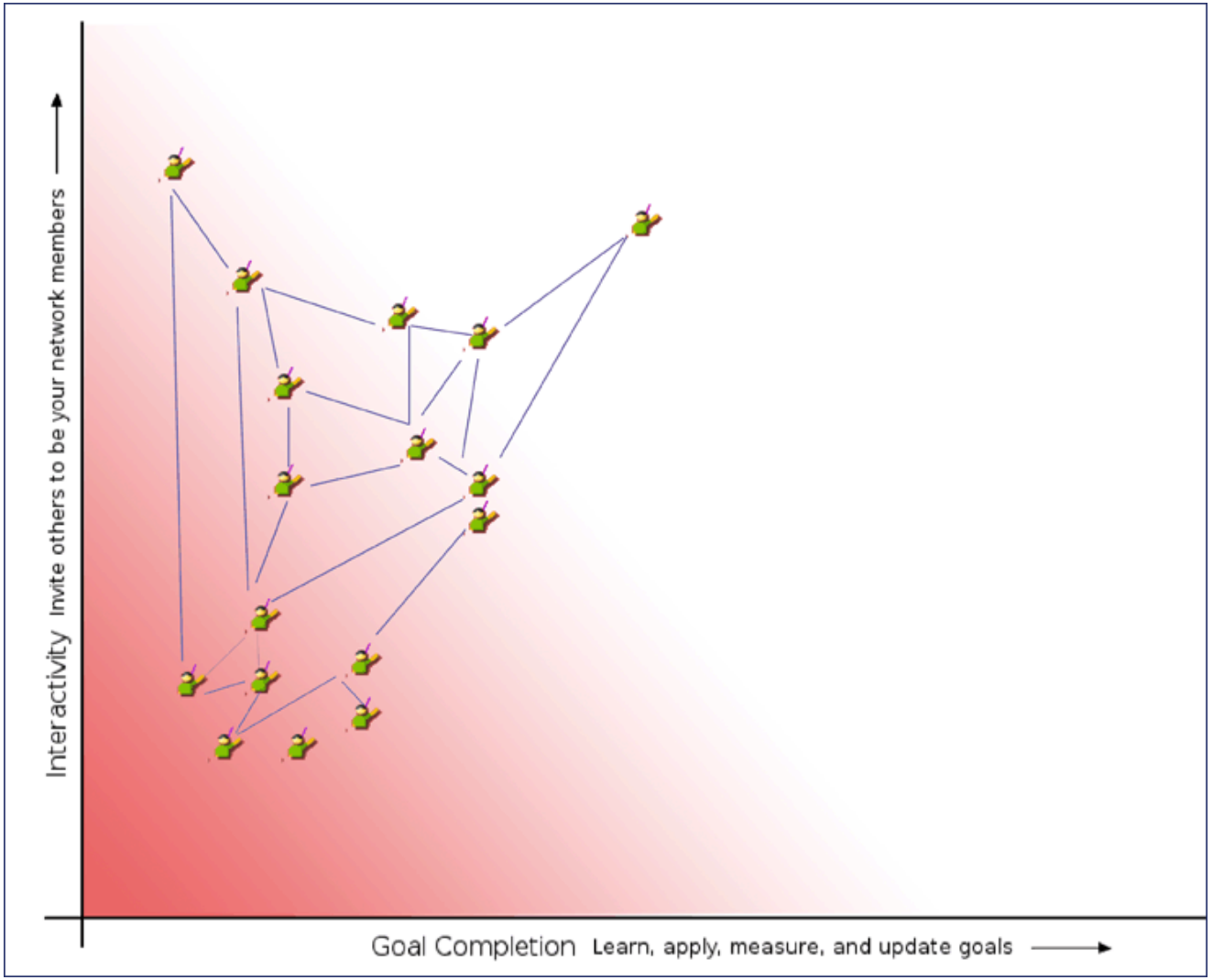
Conduct a "conversation and tasks mapping"

Determine what people prefer to talk about, learn, and tasks they need to do. Map it. Test it. Confirm it. Select the tools to serve it.

About are they talking about, doing?




Interactivity Invite others to be your network members
Goal Completion Learn, apply, measure, and update goals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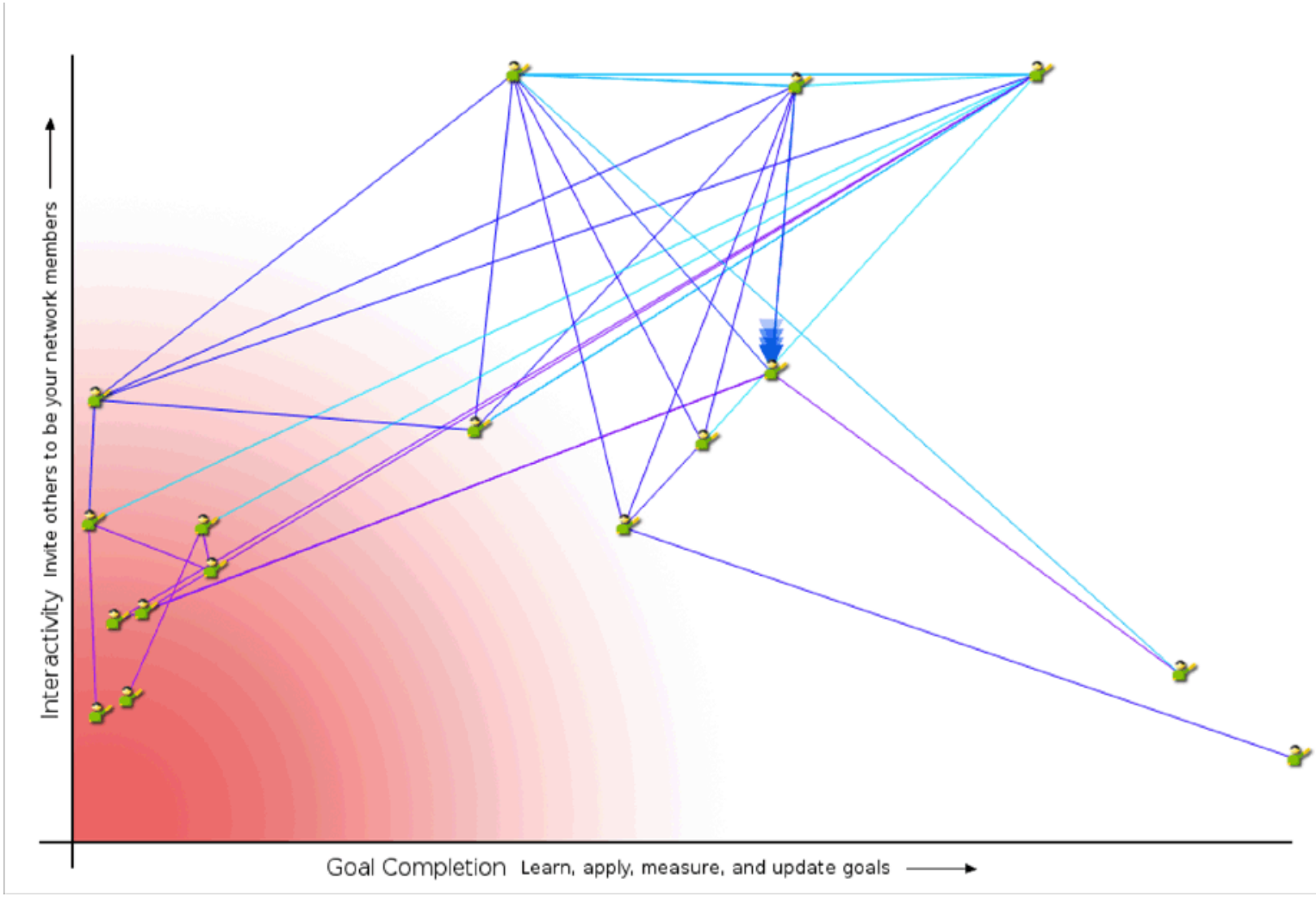
Interactivity Invite others to be your network members
Goal Completion Learn, apply, measure, and update goals

Tip 3

How to pick the right mix of technologies

Study the techno-profile of your members

See Example questions: Technoprofile

Select your tools based on likely high value to attendees' time, knowledge, tasks objectives, cost, revenues

3-Part Webinars

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Webinar I

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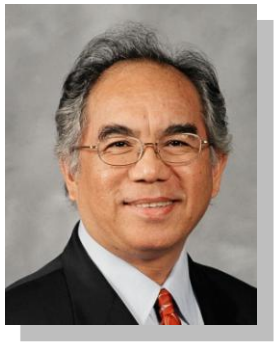
Do-It-Yourselfers make it happen

Gulliver's Travels

Building blocks of social media in face to face meetings



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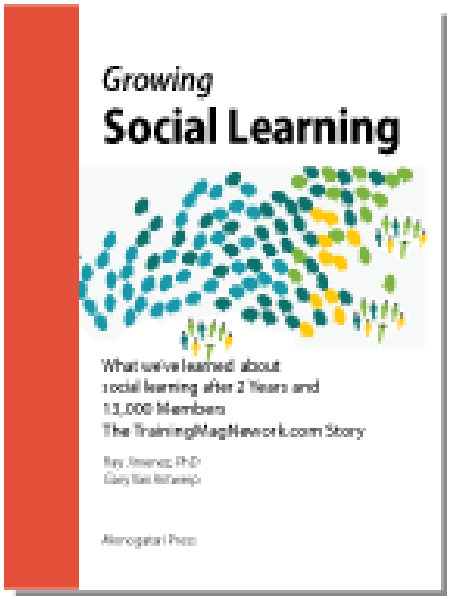

Implementation of Social Media to boost revenues, profits and retention of attendees and clients

Request for a FREE copy of Ray's eBook on Growing Social Learning

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