The Why and When of Technology Adoption:

Expensive Toy or Experiential Enrichment?

We are all attracted to new, cutting edge, shiny things - especially technology. We get excited about what's new and what's next. We see an article, session or demo of the latest new thing to catch our attention, and think, "We've got to have that for our conference!"

How much thought is given to exploring the business case for investment, the true cost of implementation and when to make the commitment? Technology seemingly changes by the minute – everything from mobile apps, internet upgrades, interactive technologies such as virtual and augmented reality, attendee tracking, content capture and whatever is next. Is the aim 'tech for tech's sake', or is does it address gaps, solve problems, tell stories or enhance attendee experience? What about *seamless* integration – in other words, is it the technology you want noticed or the engagement it is meant to emphasize?

Today we're going to explore new ways of thinking differently about the use of technology at your event. We'll show you how to make smart choices about where to invest, where to be innovative and where to hold back*.* We'll talk about *purposeful* inclusion of tech and how to avoid doing things because they are "cool" by incorporating tech as the result of thoughtful strategy.

- Examine the *WHY* of tech adoption strategy. Making sure tech contributes to the vision/mission of the event.
- How to decide when to plan tech integration, when to make the investment, and when to hold back.
- Learn why an early approach to strategic technology adoption is as important as venue or F&B selection.

Presented by:

Matt Harvey, VP, Internet Services, PSAV

Michael Owen, Managing Partner, EventGenuity

615.367.4505
m.owen@eventgenuity.com
www.michaelowen.info