



Guide

Technology in live communication



PEAK XV
SUMMIT YOUR
EXHIBITS



Technological Developments in Live Communication

Marketing managers are under constant and increasing pressure to produce results with their campaigns, both online and offline. What does Live Communication have to offer to entrepreneurs in markets that are constantly changing? The way technology is developing and with exhibitors' high expectations, it is no longer the case that companies automatically participate in conventions, exhibitions and events. New media and revolutionary technologies can make it quite challenging and complex. Or, on the other hand, easier and exciting. We have developed an app which makes registration of visitors at your event a real piece of cake. In order to get more out of your live communication at events, presentations, stands or exhibitions, you can count on us to apply latest insights, new communication techniques and forward-thinking technological trends in the most creative and smartest of ways. We will get you results!



TECHNOLOGICAL TRENDS IN LIVE COMMUNICATION

Facial Recognition: experts say face recognition is THE big technology trend for 2018. In the industry, face-enabled entrance is already applied as a quick and safe way to validate identity upon entry to the exhibition hall. Face authentication has more in store for you: you can use it to customize your event and surprise your visitors.

» SHARETHIS «

Content Amplification: these are services which push your articles, blogs, web pages, infographics and corporate messages on popular media sites, social media platforms and frequently used networks. Consumers come across a snappy headline and photos, click on them, and are directed to your website. By sharing content in this way, you reach a wider target group than through traditional content marketing, aimed at a pre-defined audience only. Examples include ShareThis, Facebook Ads and Promoted Tweets.

Bluetooth Low Energy: this is a low-energy version of regular Bluetooth. The range is the same, but power consumption is lower and coverage is better. It is used to determine location in places where GPS signal is weak, such as indoors.

Micro-locations: this is a trend associated with Bluetooth Low Energy. It is based on the same principle. Using Wifi, Bluetooth signals and iBeacons, it is possible to localize a customer and/or visitor. This information can then be used by marketing officers who can send them push

notifications, for example.

Beacons (also known as iBeacons under the Apple brand name): these are tiny transmitters which broadcast targeted information to mobile phones in the area. At a music festival for example, iBeacons can be used to provide directions to the right stage. Great for large events.



Tech-focused Design: Money is continually invested in further developing tablets and interactive screens to showcase products and provide product information. More and more, people are using huge modular led screens and video walls with interactive presentations.

Let Me Speak: because participants want to interact during meetings, give them the interactive high-tech stuff they love. Like "Catchbox," a soft, throwable, wireless microphone. Or one of the many apps which can activate the microphone in your cell phone or even turn your phone into a live polling station.

RECORDING EMOTIONS WITH WEARABLES

Wearable tech: Wearable tech refers to electronics that can be worn on the body or as part of clothing, enhancing consumers' experience. Some of the most popular wearable technology devices are activity trackers, worn around the wrist, smartcards and Google Glasses. Wearables provide information to the visitor, but also to the organizer of the event. They can also be used for online payment, networking and other interactions. An example is the Sensory Wristband, which records emotions via sensors as people watch a movie, a congress presentation or a concert.



NECESSITY

Event Apps: paper floor plans and information booklets belong to the past. Using Event Apps is now a necessity, because visitors want all the information about the event in a compact format at their fingertips.



Solid internet connection: participants expect free Wifi and solid internet connection during an event.

UNIQUE TRENDS ADD VALUE

Robotics: Robots and automated systems work faster and can replace people. Think of ticket or drinks vending machines, for example.

Virtual Reality: this technology takes the visitor into a virtual realm where he or she experiences a product. It can even be used to involve participants from their own living room.

3D prints & holograms: the added value of 3D prints for live communication currently lies in creating extra entertainment and an actual experience on the exhibition floor. In the future, it will also be possible to demonstrate brands without having the physical product at hand. Holograms can be used in a variety of different ways. Such as having a speaker at an event, who is not actually physically present.

Drones: in the Live Communication industry, drones are used to collect image material for a promotional film or a so-called "after movie." This is a summary featuring highlights of the event.

TRENDS ARE ONLY TRENDS UNTIL THEY GO OUT OF FASHION

The Internet of Things (IoT) refers to the ever-growing network of physical objects that feature an IP address for Internet connectivity, and the communication that occurs between these objects and other Internet-enabled devices and systems.

In the Live Communication industry, the IoT is used to collect data on emotions from wearables or smartphones or analyze walking patterns of visitors through smart floors. Such smart devices and systems that are connected to the Internet generate huge amounts of data, which form valuable input for marketing and communication activities, aka Data Driven Marketing.

By collecting this kind of data, we know more about our target audience and can play on their motivation and behavior. Opportunities galore to create a memorable experience during your event, and to increase the value of the event for the visitor, the booth holder and the organizer.

Curious about how to get on top of your next event or exhibition? Contact us at Peak XV.

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EVENTPLANNER.NL | DATE: 18/4/2018

