



# GADGET ENVY

To be an event marketing superhero, ya gotta get the gadgets

**BOND HAD THAT ASTON MARTIN** (with a few modifications). Batman had his utility belt (can you say Bat-arang?) Event marketers, you've got these guys. These five new experience-enhancing technologies have the power

to generate more pre- and post-event interactions, get attendees networking with each other and streamline your data capture process. Add them to your tool belt and you'll be the baddest event manager in Gotham.



## CHIRPE

If you've ever been lost on the trade show floor, or couldn't remember where the ballroom was, then ChirpE (designed by theOnswitch) is for you. ChirpE takes an event's exhibitor information and session schedule and uploads the info to a mobile website. Attendees can use their smart phones to access the microsite to schedule the sessions they want to attend and pinpoint the exhibitors they want to visit. Once an attendee has built his or her custom itinerary, ChirpE sends reminders when the selected sessions are coming up.



## THE COMMUNICATOR

Passing the microphone and losing valuable questions because attendees forgot what they wanted to ask are two perennially annoying parts of the typical Q&A session experience. Help has arrived. IML's Communicator is a device that looks like a cell phone, with alphanumeric buttons, but also includes a built-in push-to-talk wireless microphone. At each session they attend, participants log in with a personal number and session number and then they're good to go. (Tracking data, anyone?) Attendees can text in questions from the device, and if there are live questions, attendees simply activate the push-to-talk mic and ask away. Once one person is live, all other mics are locked out.



#### Ⓢ JAGTAG

Want to make it easier for consumers to get in touch with your brand? Of course you do. So let them text you a pic of your event's Jagtag. Here's how it works: Jagtag designs one of its unique-looking barcodes for your event or brand and you plaster it everywhere, with instructions to text a pic of the barcode to a text-based short code. Once the consumers give in to the temptation to find out what it's all about, you've got 'em. Jagtag responds with mobile web links that connect them with content you want consumers to check out. Camera phones work, too, so no one is left out. Jagtag teamed up with Red Bull for its Air Race sponsorship, offering an Air Race video via the pictured live Jagtag. To see it, send a pic of the tag to 524824 (iPhones send to [iphone@jagtag.net](mailto:iphone@jagtag.net)).

#### Ⓢ MINGLESTICKS

Tired of collecting and distributing hundreds of business cards at every event you organize or attend? Looking for a clever way to get event attendees to mix and mingle? Meet Minglesticks, neat little flash-drive-sized gadgets that store your contact information, complete with a photo, so contacts remember you, and you, them. Simply point the Minglestick at another Minglestick and -zap!-you've exchanged info. Once you get back home, you just pop out the USB and plug it into your PC or Mac and you've got it all ready to upload to your contacts list. Beam it up, Scotty.



#### Ⓢ MYCONFERENCE MOBILE

Everybody is trying to find the magic formula for tying social media to events. Pyxis Mobile has designed a way to create your own custom platform for your event's community. With MyConference Mobile, you can upload your event's exhibitor list and session schedule, create a message board, provide local news and travel tips for your attendees and even tie into Twitter to get wider notice. Once attendees download the app (it works on any smartphone), they simply log in to see updates on the event and chat with one another about the sessions they liked. **EM** -K.B.

