

# Engaging Delegates at Meetings & Seminars

## Using Mobile Phones with SpotEvents™

### The Challenge

As a Meeting Organiser, after all the effort to arrange the event for your delegates to meet, you want to ensure the scheduled meetings are on time, that registered delegates attend, and that communications with attendees are streamlined, timely, relevant and convenient.

Mobile phones are being increasingly used by Event Organisers for timely and relevant communications with delegates. SMS, MMS, Email, Twitter, Facebook, Skype, Instant Messaging, Bluetooth, Cameras, Video, Internet Access as well as traditional Voice are all viable communication methods to engage delegates.

With **SpotEvents™** Organisers could:

- 📍 send
  - 📞 meeting reminders to delegates during your event
  - 📞 adhoc meeting cancelations if delegates don't attend
  - 📞 eticket codes for Event entry
  - 📞 reminders for specific mini-events within the Event
  - 📞 'just-in-time' Itinerary Alerts - "What's next, when & where"
- 📍 be green...encourage delegates to offer electronic/digital brochures instead of handing out printed copies
- 📍 include a call-to-action in Pre-Event Advertising Campaigns
- 📍 let delegates:
  - 📞 request adhoc meetings with other delegates using the delegate list
  - 📞 notify their absence, resulting in alerts to organiser
  - 📞 tag their own "what/who was interesting" list for later
  - 📞 offer Digital Business Cards to others they meet
  - 📞 submit entries to competitions via mobile
  - 📞 request meetings, appointments and call-backs, before and during the show
  - 📞 send Feedback/Complaints/Questions
  - 📞 participate in Real Time Voting
  - 📞 contribute comments to a public Comment Wall
  - 📞 check-In to an Event
  - 📞 fast register for upcoming events.



### The Solution

Continue to use your existing Meeting Planner/Scheduling System to manage your event. Simply use **SpotEvents™** to streamline communications to and from your delegates.

Prior to your event, delegates can choose SMS, Email, Twitter, Instant Messaging or Mobile Web to interact with while at your Event.

**SpotEvents™** web-based system allows the organiser to send ad-hoc or scheduled outbound communications to which ever mobile channel delegates prefer.

As well as receiving messages from the Organiser, delegates can use their own mobile phone to interact with various elements/activities/people at your Event.

All message traffic is measurable, so there is a wealth of information available at your fingertips before, during and after the show.

### Key Benefits

- ✓ Available on any mobile phone; FREE for delegates
- ✓ Unlimited messaging across all supported mobile channels for one simple fee.
- ✓ Simple hosted system setup. Nothing to install, rent or buy. Use fully automated or adhoc.
- ✓ Help your event run smoothly with relevant real-time communications
- 👉 Offer **SpotEvents™** as a Sponsorship Opportunity. Outgoing messages can include Sponsor Branding!

**SpotID** is an innovator in the mobile bookmarking sector. It allows consumers to remember things they spot in the real world using current mobile phone technologies; SMS, MMS, Twitter, Email, Instant Messaging, Mobile Internet and Camera.

**SpotID's SpotEvents™** is a mobile phone service for Live Events. It offers an innovative opportunity for Exhibitors, Speakers, Delegates, Sponsors and Organisers to engage delegates with hyper-relevant and timely information.

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