

THE EVENT GRAPH

The 3 Event Dimensions

1. The Content presented and the Learning received



2. The networking and connections that take place



3. The lasting business impact which results



Supported by: The Events Industry



The three Keys to success in the new world of events:

Prioritize where to invest our attention



Identify and meet with the best potential contacts



More efficient and cost-effective operations



The three key challenges to be overcome/How Events are currently broken:

We as an audience are overwhelmed



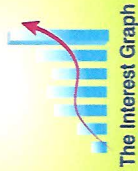
Networking is haphazard

We fail to tap the potential events have for lasting impact

Competition is fierce, and all new areas of competitive advantage and reduced friction need to be exploited



Relationship to Interest and Social Graph:



The Interest Graph

The Social Graph



The combination of The Interest Graph & the Social Graph, as brought to life around a particular B to B event

The Interest and Social Graph need to be leveraged in all aspects of an event's sales, marketing, and operations



Event Elements:

Program Sessions



Networking breaks & reception

Marketplaces



The Larger Events Ecosystem



Main

Participants:

Speakers, entertainment



Audience



Sponsors / Exhibits



The Event Producer themselves and their team and vendors: including venues, and service providers (registration, event marketing, production, etc...)

Functions:

1. Inform/inspire others, ~~entertain~~ focus and galvanize the speakers own thinking; ~~and to enhance their own thinking~~ and to enhance their own thinking at its highest to unify and transcend
- 2.
- 3.

Learn, connect/share



Consider/decide/buy



Provide the event infrastructure--the container for the key functions ~~above~~ to the right

Web content, you tube, ted talks, etc...



Social networks, crm systems



Web advertising, ecommerce networks



Vendor marketplaces, BtoB sites, hiring and recruitment sites



Tools for Event Transformation

1. Event Discovery and Information Sharing

a. Platforms for event discovery

- I. Lanyrd
- II. Eventbrite
- III. Eventzilla

b. Vehicles for sharing event content

- I. Ustream
- II. Livestream
- III. SlideShare
- IV. YouTube



c. New tools for content curation

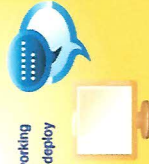
- I. Scoop
- II. Flipboard
- III. Fotopedia



2. More effective event networking

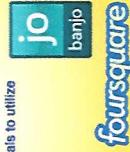
a. Platforms for events to deploy

- I. Paltalk
- II. Zoom
- III. WebEx



b. Tools for individuals to utilize

- I. FourSquare
- II. Spqr
- III. Presdo
- IV. Highlight
- V. Glancee
- VI. Banjo
- VII. Kismet



c. Other tools for individuals to utilize

- I. Presdo
- II. Intro



3. Tools for lasting business impact

a. CRM and lead management tools

- I. Salesforce.com
- II. Microsoft Dynamics
- III. Oracle CRM
- IV. MailChimp



b. Content Sharing tools

The Social Graph is a term used to describe the network of relationships between people on social media. It is also referred to as the "Social Graph". It is ultimately composed of how the Social Graph and the Event Graph interact. It is also important to recognize that the top four Social Networks all have an important role to play as solutions to our event challenges. In many cases they are leveraged by some of the more specialized tools that could play a key role in improving events.

- I. Facebook
- II. Twitter
- III. LinkedIn
- IV. Google+ (G+)

c. In many cases they are leveraged by some of the more specialized tools above, but they also have a number of their own direct initiatives that could play a key role in improving events, including:

- I. Google+ Hangouts
- II. Facebook Live
- III. LinkedIn Events
- IV. Twitter Initiatives...



happy text

visually good text to be rewritten

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