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	Integrate what we learn and who we meet with our ongoing business and lives	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:	Inform/inspire others, but also to focus and galvanize the speakers own thinking; and to enhance their own status; at its highest to unify and transcend	Learn, connect/share	Consider/decide/buy	Provide the event infrastructure--the container for the key functions above
How is this need also being met in our lives today, outside of events?	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. Conferencefound iii. Conferize	2. More effective event networking a. Platforms for events to deploy i. Pathable ii. Crowdvine iii. Mobileroadie	3. Tools for lasting business impact a. CRM and lead management tools i. Salesforce.com ii. Microsoft Dynamics iii. Oracle, SAP, etc iv. Marketo v. Rapportive	4. Event infrastructure tools for lasting business impact a. Event Management Tools i. EventBrite ii. Cvent iii. Eventbasaurus
	b. Vehicles for sharing event content i. Ustream ii. Livestream iii. SlideShare iv. YouTube	b. Tools for individuals to utilize i. FourSquare ii. Sonar iii. Presdo iv. Highlight v. Glancee vi. Banjo vii. Kismet	b. Content Sharing tools The Big FourGiven that lasting impact is going to come by sharing across the Social Graph and our personal Interest Graph, it is also important to recognize that the top four Social Networks: "The Event Graph" is ultimately composed of now the Social Graph and our personal Interest Graph valuable to the world of events, it is also important to recognize that the top four Social Networks: i. Facebook ii. Twitter iii. LinkedIn iv. Google+ all have been the main role to play as solutions to our event challenges. 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.	b. Sponsorship & Vendor Marketplace Tools i. SponsorHub ii. Eved iii. EventUp iv. The EventShop
	c. New tools for content curation i. Storify ii. Flipboard iii. Fotopedia	c. Other tools for individuals to utilize i. Presdo ii. Intro	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...	c. Tools for sponsor and participant engagement 1. Place based check in tools • Foursquare • Facebook • SCVNGR • PinWheel

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