

You're NOT Too Busy to Add a Little Event-Tech To Your Life

Justin Panzer, Eventuosity Founder & CEO



eventuosity
plan anything. plan for everything.

Events Are How Business Gets Done

\$565B+

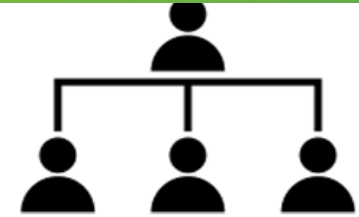
Top 10 Most-Stressed (2011-2016)



Because Planning Events Is Hard Work



Project Manager



Team Leader



Quality Inspector



Logistics Coordinator



Marketer



Accountant

You Have A Lot To Juggle

Communication



Budgeting



Staffing



Scheduling



Task Management



Document Sharing



Reporting



Our Profession is Playing Catch-Up on Tech



This Is Not A System



There Are Solutions To Help You



Maybe You Already Knew That

2016
ExhibitRecruiter

COMPENSATION SURVEY RESULTS

GENERAL OBSERVATIONS



ADEQUATELY COMPENSATED

33% **25%**
Somewhat **42%**

927

RESPONDENTS



TWO SKILLS YOU'D LIKE MORE TRAINING IN

Leadership **51%**
Technical **47%**



MEETINGS HELD

Too Many **25%**
Right Amount **56%**



DO YOU FEEL YOU COULD DO
YOUR SUPERVISOR'S JOB

401K CONTRIBUTION / MATCHING



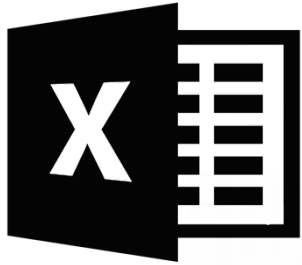
64%

But You Still Haven't Adopted Event-Tech

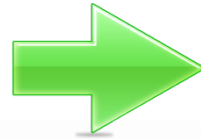
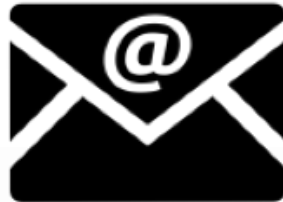


What Are You Busy Doing?

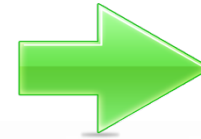
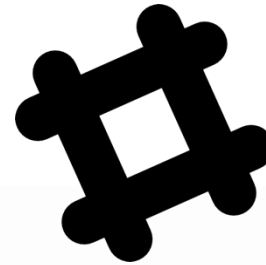
Enter data into
Excel



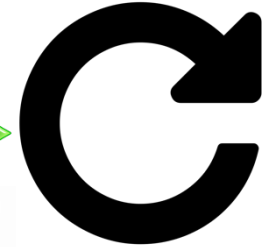
Send to your team by
Email



Discuss it on
Slack



Aaaaand...
Repeat



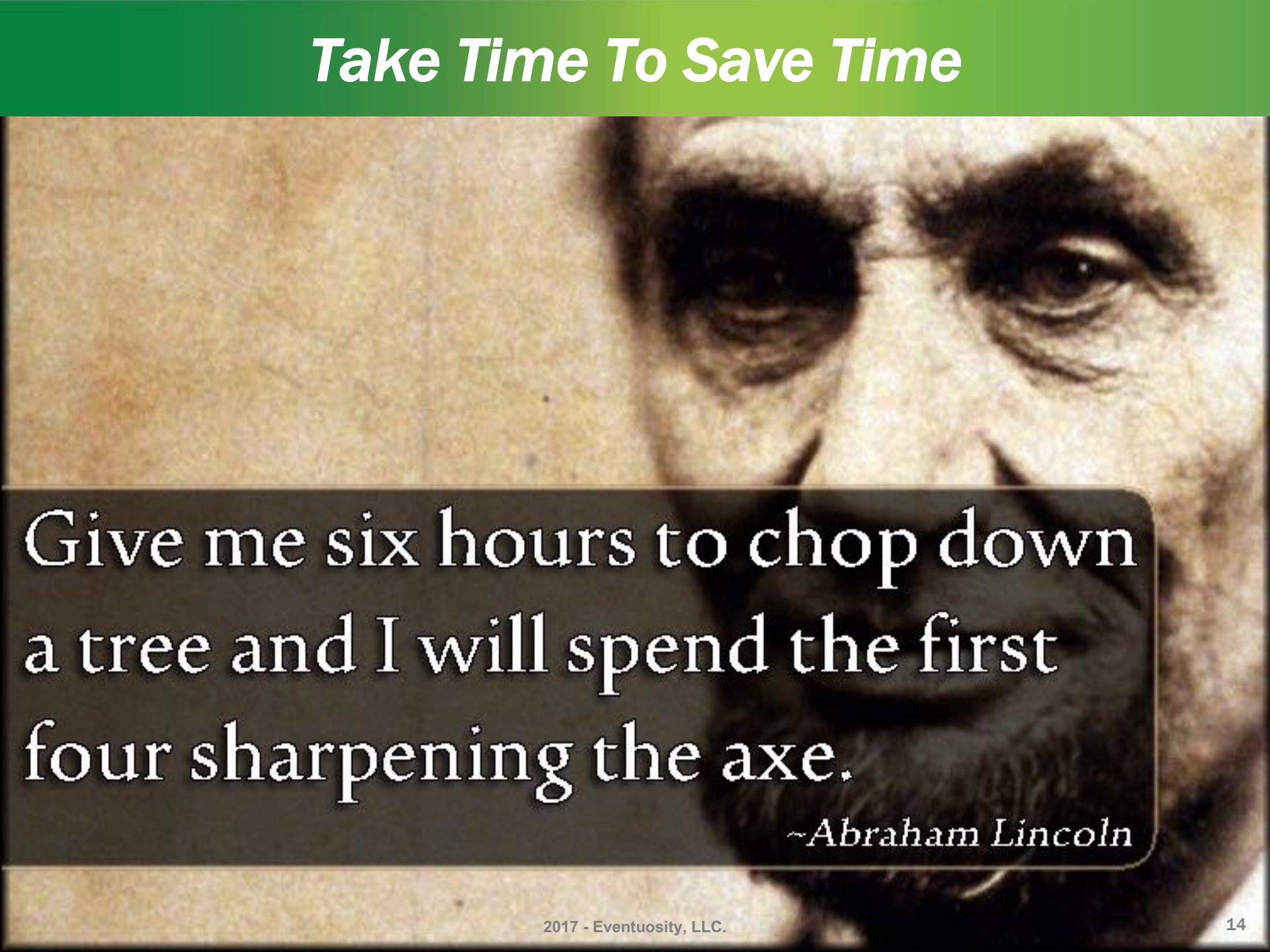
Is That Really Contributing To Success?



Event-Tech As A Complement



Take Time To Save Time

A close-up, sepia-toned portrait of Abraham Lincoln, focusing on his eyes and the upper part of his face. The image has a textured, slightly grainy appearance.

Give me six hours to chop down
a tree and I will spend the first
four sharpening the axe.

~Abraham Lincoln

Process Improvements

EFFICIENCY



Speed



Quality



Costs



Work Strategically To Add Value

**DO
MORE
OF WHAT
MAKES YOU
AWESOME.**

Demonstrate Value With Data



Career Advancement

TECHNOLOGY
IS NOT AN
EVENT,
IT'S JUST
PART of the
EVERYDAY
LEARNING!

What Can You Upgrade?



Evaluating Event Technology



Where Can You Learn More?

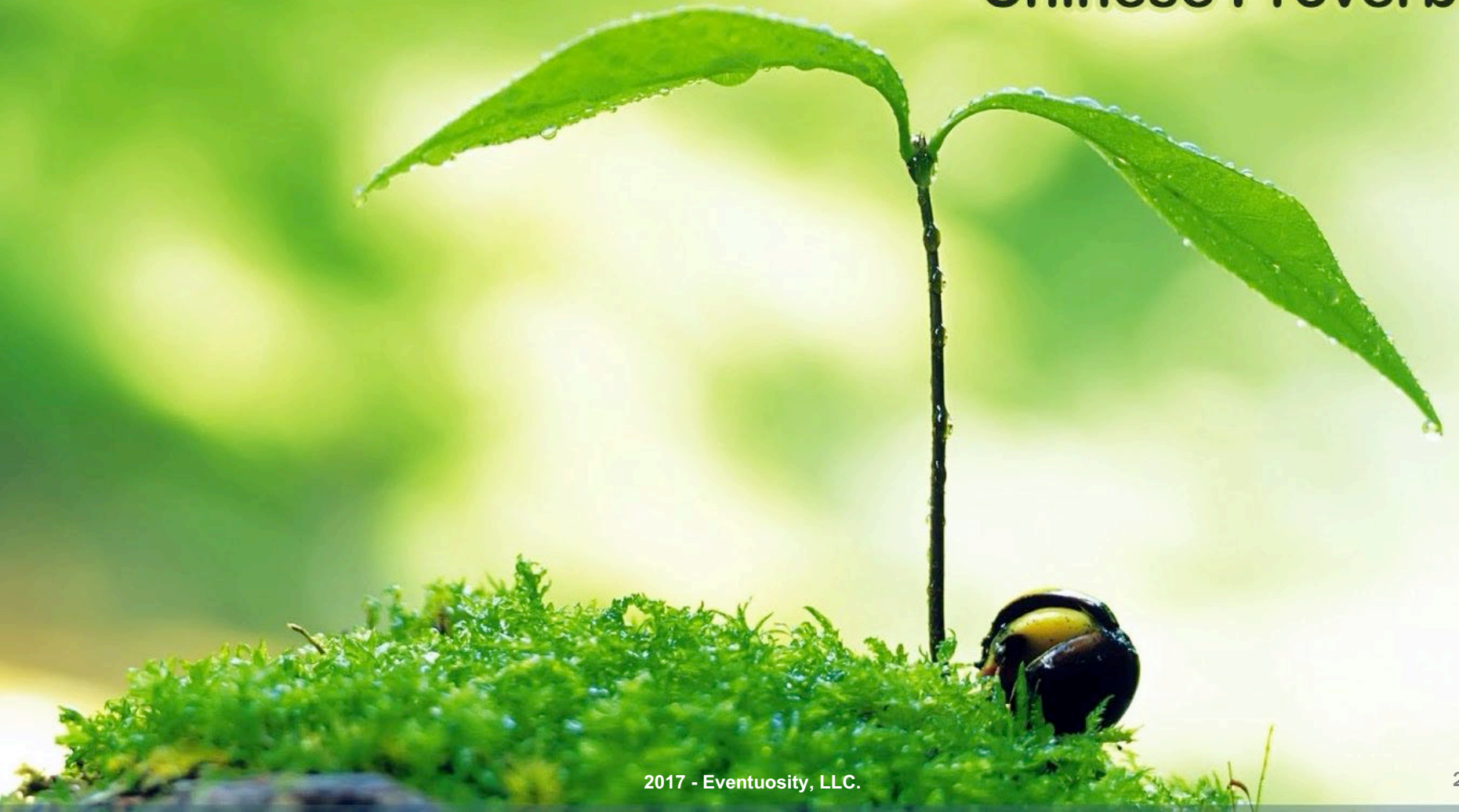
- Corbin Ball's TechTalk newsletter
- BizBash Supplier Directory
- Event Industry News/Event Tech Talks
- Event Manager Blog's Event App Bible
- Liz King Events/TechsyTalk



There Is Never A “Perfect” Time

**“The best time to plant a tree is 20 years ago.
The second best time is now.”**

Chinese Proverb



Resources

- [2017 Global Meetings and Events Forecast](#) - American Express Global Business Travel
- [Associations Now Technology Blog](#) by Ernie Smith
- [Event Technology Engagement Study](#) - Cvent and Event Marketing Institute
- 2016 State of the Industry Letter - Howard Givner, Executive Director of Event Leadership Institute
- [The State of Data Integration in the Events and Meetings Industry](#) - Eventsforce
- [2016 Compensation Survey](#) - Exhibit Recruiter and Exhibitor Magazine
- [Why the Problem With Learning is Unlearning](#) - Mark Boncheck in Harvard Business Review
- [Stop Doing Low Value Work](#) - Priscilla Claman in Harvard Business Review
- [2017 Trends Survey](#) - Meetings Today



Justin Panzer

Founder & CEO

Main: +1 (877) 698-8664

Direct: +1 (443) 538-6465

Email: justin.panzer@eventuosity.com

eventuosity[®]
plan anything. plan for everything.

107 Forrest Avenue | Suite 102

Narberth, PA | 19072

www.eventuosity.com