

WELCOME TO THE iPad

How the tech gadget of the year is changing the event industry



The iPad has become the event marketer's tool of the year. The very nature and availability of the iPad makes it uniquely suited for event marketing purposes because of its flexibility, ability to create and manipulate content quickly to amplify—and measure—engagement and sales. Gartner has predicted the number of iPad users could increase to 100 million by 2012, and with an average of 6,000 new iPad apps available each month, the hottest tablet on the planet is showing no signs of slowing down. ■

ALL EYES ON THE TABLET

Even as competitors rush to flood the market, the event industry apparently only has eyes for the iPad

For years the event industry has used a variety of technology hardware. But not until the iPad hit the market has the community embraced one single technology tool at once. Consumer events, b-to-b events, mobile tours—virtually every event type is using the iPad, for data-collection and presentations to interactive games, content sharing and more. Five top-line benefits of the iPad:

IT'S IMMEDIATE. An iPad's portability and 10-hour battery life make it an "anywhere, anytime" device, which is why it's so perfectly suited to the event industry. iPads provide a "hub" for event marketers connecting live engagements and digital content. Social media layers are designed perfectly for iPad users because of the instant nature of the platforms, especially with respect to location-based apps and always-live programs.

IT'S ENGAGING. Powering iPad content are video and gaming platforms, which allow brands to showcase huge amounts of material in a short format to engage customers, and encourage them to share with friends. HD video and mobile gaming solutions present branded content in polished,

crisp ways that deliver big perceived entertainment value.

IT'S MOBILE. A well-designed iPad app can give customers what they want, when they want it, and is always new and useful. The iPad 2 (and most tablets, including the five examples profiled on pg. 2) now comes equipped with hi-def cameras, which will help brands create custom photo and video content at events and empower rich social conversations, delivering big time ROI.

IT'S EVERGREEN. Brands will have to think about content in a whole new way now that the iPad can expand the event experience to 365 days a year. Events are a catalyst to deepening relationships with customers, so a successful tablet or app strategy should plan to extend engagement over time. Apps should be ever-green, allowing the customer to regularly unlock new features, receive new entertainment experiences, provide input and share content.

THE FUTURE

Conference keynoters will answer video questions from remote attendees on video conferenced iPads, and location-sensing technology embedded in branded apps will tell brands about consumer behavior at mobile tour stops. Data collection will happen seamlessly and automatically without the need for info kiosks, because attendees will download the event app onto their tablets which will supply the brand with the intel they need. The "tablet network" will serve in the long term to connect everyone associated with an event, from owners to attendees. That kind of agility and responsiveness will create positive experiences and big wins. ■



iPADS AT CONSUMER EVENTS

Instant content, fast data-collection and the power of 'instant on'

iPads are growing fast in consumer markets and as more and more people make these devices an integral part of their lives, it is imperative that marketers learn how to leverage this point of interaction. Here are the top five considerations for using tablets to engage consumers.

1. Content. You want to bring engaging experiences to your target market and their iPads will help you do that in ways that will make today's viral seem slow-moving. When your brand delivers content with high entertainment value, consumers will engage like never before. Hi-def videos will make your brand come to life, as will social gaming. When you build the next "Angry Birds" and everyone who downloads it gets their friends to download it too, no one will be missing out on your content, and therefore, your brand.

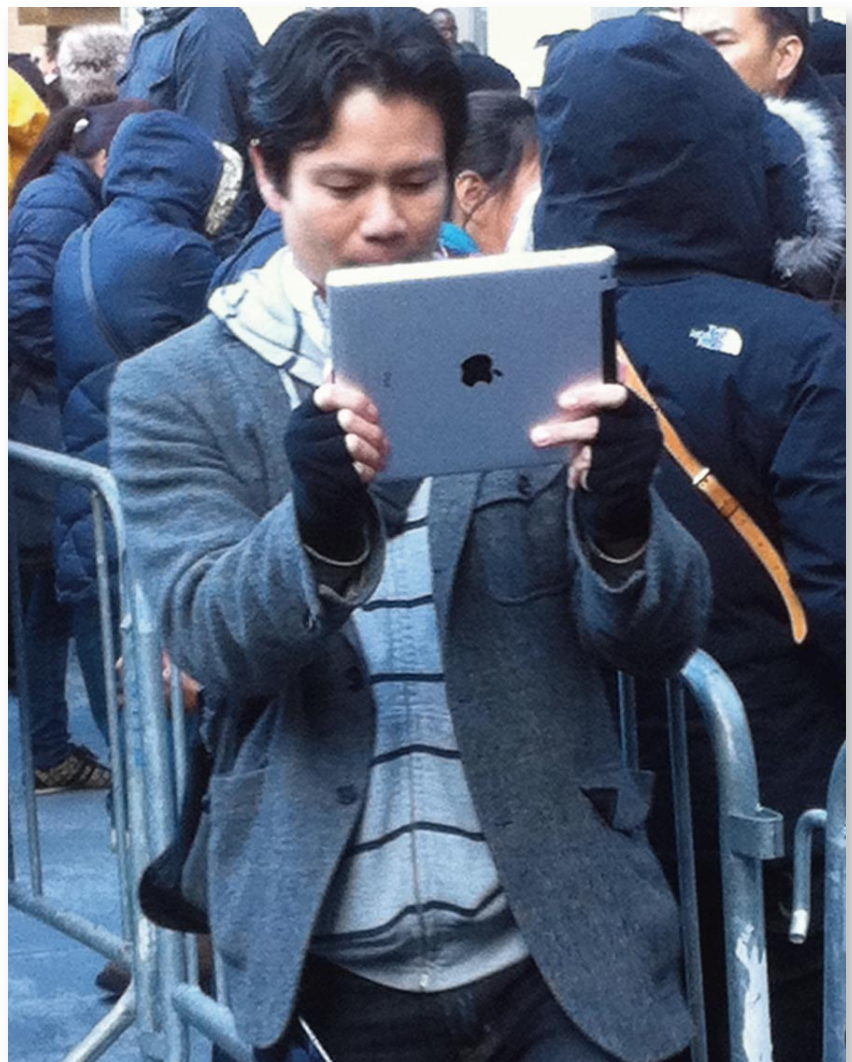
2. Social Media. Tablets make it easy to quickly pass your content to their friends via their channels of choice. Optimized content and embedded social media dashboard apps on iPads will get you to the front of the pass-along line.

3. Data Collection. With brand-owned iPads, your ambassadors provide the hands-on experience with content that comes to life, and in the process seamlessly collect demographic and behavioral data. As more of the attendees show up with their own tablets, they'll want to 'opt in' and download an app that does your data collect for you while they play a game or watch a video, allowing you to track physical locations, browsing behaviors and levels of interest in products and services.

4. Immediate and Always On. Because tablets are one of the fastest growing ways for consumers to access information and entertainment every day, a direct and immediate path to your brand will enable more consumer interactions.

5. Long Term Engagement. If a brand is

savvy about creating the right content that creates an authentic connection, events can live forever on an attendee's own device. Through downloads and an always-fresh app, new and interesting content will help guide the user ever deeper into the brand's messaging and sales funnel. ■



iPADS AT B-TO-B EVENTS

Data in your hands, virtual extensions and the power to customize

■ iPads are starting to move in where only laptops lived before, so get ready for iPads to revolutionize b-to-b interactions at conferences and meetings. Here are the key benefits of leveraging tablets at b-to-b events.

1. Information. Effective pre-promotion ties an event community together and shapes meeting content through dialogue including Twitter feeds and Facebook pages. Onsite iPads streamline registration, and make the attendee experience seamless by providing general session info, breakout details and instant updates to agendas. The audience becomes part of the sessions when they use their iPads to ask questions and respond to surveys. And no one will ever have to tote a giant bag of swag from trade show booth to booth, collecting reams of paper they won't read. If you are a tablet-ready brand, you know that by scanning the virtual IDs of tablet-wielding attendees, you can find out their areas of interest and send them the right

content for their needs.

2. Virtual Extension. The digital experience should extend the live one and simulate it as much as is possible, so non-physical attendees can join in and your brand will reach more customers than ever. Video capabilities on the iPad 2 connect remote attendees so they feel like they're part of the live event. After the event, microsites make it easy to recall and share event content.

3. Ability to Customize. With the right app, each iPad user can set preferences that tell you how they want to be engaged, so every interaction with your brand is a custom one. As attendees approach your booth, their iPads can communicate with your staffers' devices and indicate which are browsers or social media posters, which people want a tour and which want to play your in-app game. So you send the senior brand ambassador over to give the tour, and the pitch. The tech staffers take

on the gamer and the tweeter and the browsers can skim the surface until they are ready to dive in.

4. Extended Engagement. Once potential customers have downloaded your iPad app during an event, they'll have a fast track into your brand. You can continually unlock new content to share product previews, tips and other content that will help your brand build a reputation for availability, efficiency and excellence. Fresh and engaging content will extend sharing on social media.

And remember, b-to-b audiences are consumers, too. Yes, they are buying business products and services but they still want to be engaged, entertained and compelled by a brand just like consumers. iPad apps will use hi-def videos, graphics and games to tell your stories in memorable ways. If the engagement is deep enough, users will keep coming back and sharing with friends. ■

2011: Year of iPad 2



INTERNAL EVENTS

The iPad brings new engagement choices and accessible content to employee events

The secret weapon in the arsenal of iPad-wielding organizations will be in the device's ability to streamline and accentuate training and customer interactions. This new sales and marketing interface will change not only the way brands reach customers, but how they train employees. Here's how:

ACCESSIBLE CONTENT. The coming universality of iPads will make national and worldwide training events a streamlined and cost-effective prospect. Imagine everyone in your company downloading a training app and signing on when they get a notification of new information or a new webinar. Material that needs to be disseminated to employees is sent out quickly and easily to event staff, event managers and sales personnel. Once built into an app, content and other deliverables can be distributed via video, audio podcasts and almost any other delivery method.

COMPETITION. The best way to teach is to make learning not *feel* like learning. To that end, iPad apps make it easy to treat training as gaming and introduce competitive elements into content delivery. This will engage employees and make the material more accessible while increasing retention.

EVALUATION. Instructors and managers will be in a whole new world of efficiency in a tablet environment. It will be a simple matter of tapping the screen to get instant test results and performance charts on the spot.



Trainers will know right away which subject areas are still in need of more explanations and which employees need extra help.

COURSE CORRECTION. This is the Holy Grail. Traditional internal meetings and training present material and proposals, with little or no inherent way to measure the impact of the content. Not in a tablet world. By collecting simple feedback via iPad apps from attendees and trainees, presenters can immediately take the temperature of a room in the form of hard data. If the app says the content is falling flat, adjustments can be made right away instead of waiting until the sales force is floundering

in the field or the benchmark goals aren't met. And that means more dollars in your company's pocket, no matter how you cut it.

CHOOSE WISELY. Before jumping into a tablet platform, consider the alternatives carefully. Remember, this will be part of your enterprise computing matrix, so make sure it's compatible. If you are on a PC or Linux-based network environment, iPad may not be the best choice for your company. Likewise, an Android platform is not the right option to go with if your employees are all working on Apple stations. Choose a system that works for you, your employees, and the technology you're already using. ■

TOP FIVE TABLETS

The tablet marketplace is getting more and more cluttered every day, and it's easy to get lost in the crowd. Here are the top five contenders right now.

Apple iPad2. This is the big dog. Apple's iPad was the first and still is the biggest player in the marketplace. Right now, if your customer has a tablet, it's probably an iPad. The Apple App Store is the fastest growing and most developers are working on that platform. The UI is almost always perfectly smooth and reliable, so apps can be relied upon not to crash or annoy users with lagging or bugginess. The screen is 9.5 by 7.3 inches and has 1024 by 768-pixel resolution. Base price (iPad2): \$499. Title: Best in Show—so far.



Samsung Galaxy. This tablet is built on the Android platform, which is the only viable alternative to the Apple platform so far. The Galaxy has a slightly bigger screen than the iPad at 10 inches tall and 1280 by 800 pixel resolution, so the physical specs are a little better, but it's newer, so it's hard to say if it's as reliable. Base price: \$599.99. Title: Best Screen.



Dell Streak. Dell's offering is the first 4G-ready tablet, though all the rest will soon follow suit. It has a comparatively small 7-inch screen, but it is multi-touch, so that's a feature that almost no other tablet has. Like the Xoom, Streak is made for multimedia, though the small screen makes it a bit less comfortable. It is an Android-based device too, so it is subject to some of that system's weaknesses. Base Price: \$499.99. Title: Quickest.



Motorola Xoom.

Xoom has a huge 10.1-inch HD screen, and seems to be designed specifically for watching videos and other media. It's fast and with Android (again), fully integrated with Google's cloud software, so it's great for brand ambassadors on the move. No need to save on the hardware and all the data can be accessible in the cloud all the time. Base Price: \$599.98. Title: Best Video Playback.



RIM PlayBook.

This is the BlackBerry of tablets. It's the newest on the scene, and it is equipped with an all-new, non-Android operating system. The screen is a little smaller than the iPad, at 7 inches, and resolution is also a little less at 1024 by 600. Since it's so new, it's hard to say how well it works, but the tech specs are very similar to iPad's so it should be pretty good. Base Price: \$699.99. Title: Most Anticipated.



GETTING STARTED

Before you invest in iPads or any other tablets, have a strategy and work through the kinks

The appeal of an iPad for the user is that it is easy and approachable, but for the brand hoping to leverage this tech to drive brand awareness, sales and ROI, there are key lessons that must be learned before the program is even pitched. Here are the four most important:

1. STUDY THE TARGET. You can't get into the iPad, tablet and app space until you understand the endgame of how your customer will get involved and how you can take that involvement and turn it into increased consideration or sales opportunities.

2. CONTENT. It's king. You have to have the ability to create compelling original and custom content for your programs. This content has to make each customer feel like he or she is getting a customized and unique brand experience through his or her own personal device. Show them something special. They won't want to see the final product anywhere near as much as they want to see and share out-takes and behind the scenes footage.

3. EXPERTISE. To make these apps work across all tablet platforms and operating systems, your programming chops have to be top notch, so before you even think about getting into this space, make sure you've got the partner to make it happen. They have to understand the different re-

quirements of tablet user interfaces and how to integrate all the capabilities of the device into the app.

4. DATA MINING. The secret power behind any good tablet app is its ability to gather priceless data about the users in an unobtrusive and transparent way. That kind of deep data allows event engagements to live longer by being tailored to the desires of the targets as found through the data. The end result is that no event is a one-off. They will all lead into one another, taking potential customers down the path from consideration to purchase, dropping tasty breadcrumbs of content along the way. ■



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TBA Global is an award-winning engagement marketing and communications agency that connects brands and people through live events and technology. TBA Global helps brands reach consumers, B2B audiences and employees through blended digital, live, and entertainment experiences that drive engagement and results. Our high concept, customized digital solutions include iPad apps and campaigns, online brand management and digital strategy, custom content and cross platform integrated marketing, social media programming and measurement, online web design and development, mobile sites and text campaigns. TBA Global is ranked among the Top Event Agencies by Event Marketer magazine.

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