



[Home](#)
[Presentations](#)
[Articles](#)
[Clients](#)
[Tips & Tools](#)
[Services](#)
[Contact and Subscribe to TechTalk](#)  
[Corbin's Favorites List](#)
[Excel and other Meeting Planning Software Tools](#)
[TechTalk Newsletter](#)

TechTalk Newsletter

**techtalk**

## Corbin's July/August 2010 TechTalk Newsletter

Welcome to Corbin's TechTalk Newsletter, in its twelfth year of providing the latest in technology for events, tradeshow and hospitality professionals in more than 70 countries. This issue focuses on the evolution of the web to bring low cost and free meeting and tradeshow management software.

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### In this issue:

- NEW ARTICLE: Freeconomics - The New Wave of Free and Low-cost Meetings Technology Software.
- NEWS
- 35 LINKS FOR MEETINGS, BUSINESS AND FUN
- QUOTES OF THE MONTH
- RECENT ARTICLES WITH "QUOTES FROM CORBIN"
- CORBIN'S CALENDAR and the fine print

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### [NEW ARTICLE: Freeconomics -- The New Wave of Free and Low-cost Meetings Technology Software](#)

We are going through a major technology transformation -- we are moving from shrink-wrapped software to the web as a major means of software distribution. With the price of data storage, computer processors and bandwidth plummeting, this is leading to low cost and free tools for meetings and tradeshows.

This posting will cover a several new free or lower-cost web tools to manage events and tradeshows, and will discuss things to look for in the "freeconomic" world.

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### NEWS

#### **Corbin to Chair EIBTM's World Wide Technology Watch (WWTW) Award for the 7th Year.**

The WWTW is the events industry's most significant award recognizing technology innovation. I am very pleased to I have been asked to chair the judging committee for the seventh year. This award is a great opportunity for technology companies to show their new stuff and get a free booth at EIBTM in Barcelona as well. Deadline for submissions is 3 September. The award will be given 1 December 2010 in Barcelona. [Read more...](#)

#### **MPI expands it website to a richly searchable content portal.**

[http://www.mpiweb.org/Portal/Content/20100707/Rediscover\\_mpiweb\\_org](http://www.mpiweb.org/Portal/Content/20100707/Rediscover_mpiweb_org)

### Volume XII, Issue 4

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#### [Ungerboeck Systems Intl.](#)

Ungerboeck Systems International (USI) is the proven world leader in innovative, integrated software for the events industries used by conference managers, associations and exhibition organizers worldwide. USI technology is customizable to fit the needs of small to large organizations including Event Registration and Housing, Attendee Relationship Management, Exhibit Sales and Invoicing, Event Management, Marketing Campaigns and Full Accounting.



*Did you know you can save up to 40% by having your next event on a cruise ship? [Seasite.com](#) makes it easy to search, select and launch your best event ever! Our team of expert cruise advisers is available to help. [Click here to visit Seasite.com](#) .*



#### [Midwest Meetings](#)

Midwest Meetings magazine contains informative articles, facility listings and a wide

## 19 LINKS FOR MEETINGS, BUSINESS AND FUN

### 9 Meeting Industry-Related Sites:

#### Free Tradeshow Floor Plan tool from A2Z

<http://www.a2zinc.net/show6/public/ShowPressRelease.aspx?PRId=108>

#### MeetingApps.com

<http://meetingapps.com/>

A directory of mobile phone apps for events

#### Trades Show Industry iPhone Apps from Conventions.Net

[http://www.conventions.net/trade\\_show\\_iphone\\_apps/](http://www.conventions.net/trade_show_iphone_apps/)

#### MotoTIX -- Free mobile ticketing solution for events

<http://www.mogotix.com/>

Mobile ticketing using QR codes.

#### PlanYourMeetings Knowledge Series

<http://www.planyourmeetings.com/pym-knowledge-series/>

Nice series of web casts using four simultaneous video feeds.

#### BabyCAD -- Design you exhibit booth online

[www.babycad.com](http://www.babycad.com)

Slick set of tools -- free to try, pay to save docs.

#### Presdo - Event scheduling

<http://www.presdo.com/>

#### Mobile CRM for events from Ungerboeck

<http://tinyurl.com/29ojakw>

#### MyROI -- Personalized ROI Measurement for events - Debuts at the MPI WEC

[http://www.meetingmetrics.com/PressRelease/MyROI\\_2010\\_MPI\\_WEC.pdf](http://www.meetingmetrics.com/PressRelease/MyROI_2010_MPI_WEC.pdf)

### 5 Business/Utility Sites:

#### Jing

<http://www.jingproject.com>

It is a great screen shot tool that is free and can also take video screen shots. Thanks to Jessica Sawko for the link suggestion.

#### Shorten and password-protect any URL

<http://www.trick.ly>

#### LittleDog quadraped robot

<http://www.youtube.com/watch?v=nUQsRPJ1dYw>

Amazing mobility capabilities.

#### Augmented reality GPS

<http://www.wikitude.org/enwikitude-drive-beta-test-drivers-wanted>

#### Evolution of Privacy on Facebook

<http://mattmckeon.com/facebook-privacy/>

### 5 Sites Just for Fun:

#### So Ugly, They're Cute

<http://www.babybacon.com/index.php/random-pictures/so-ugly-theyre-cute/>

variety of information on changes in the meetings industry. Contact us for your free subscription at 800-288-8510.



#### About Certain Software®, Inc

Certain Software is the leading provider of event management solutions for the global meetings and events industry. Certain's innovative solutions deliver to meeting and event professionals streamlined processes, reduced expenses, greater return on investments, and improved overall value of meetings and events. Certain's event management solutions support a full range of events -- from small meetings and educational sessions, to large conferences and world events. Headquartered in San Francisco, Certain has operations and sales offices in North America, Europe and the Pacific Rim.



#### Suffering from Spreadsheetitis?

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provides the cure! Everything you need, built into a single software solution. Our all-in-one tool was specifically designed for professional event planners just like you. [CLICK HERE](#) to request your FREE TRIAL now!



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Jon Inge sent this to me as a logo suggestion. What do you think?

**South Korean Human LCD Screen**<http://videogoneviral.com/2010/05/south-korean-soccer-fans-are-human-lcd/>**QUOTES OF THE MONTH:**

"Failure is an opportunity to begin again more intelligently."

-- Henry Ford

"A common mistake that people make when trying to design something completely foolproof is to underestimate the ingenuity of complete fools."

-- Douglas Adams

"To get what we have never had, we must do what we have never done."

-- Anonymous

**SHORT-SIGHTED TECHNOLOGY PREDICTIONS OF THE MONTH:**

"Fooling around with alternating current is just a waste of time. Nobody will use it, ever."

--

Thomas Edison (1889)

**RECENT ARTICLES WITH "QUOTES FROM CORBIN"****Meetings of the Future**[http://www.meetingsfocus.com/DesktopModules/BB\\_ArticleMax/ArticleDetail/BBArticleDetailPrint.aspx?ArticleID=13998&Template=Standard\\_Print.ascx&siteID=0](http://www.meetingsfocus.com/DesktopModules/BB_ArticleMax/ArticleDetail/BBArticleDetailPrint.aspx?ArticleID=13998&Template=Standard_Print.ascx&siteID=0)

Maria Lenhart's article looking into how meetings will change in the next few years.

**How Does Your Meeting Measure Up?**<http://www.themeetingmagazines.com/index/Default.aspx?tabid=1416>

Insurance and Financial Meetings article by Mickey Murphy about using technology tools to measure and prove ROI.

**Technology -- Mastering the Options and Paying the Bill**<http://www.publicityupdate.co.za/?idstory=26197>

Karen Ashwin's article about the merits of technology and how best to pass on its benefits to clients.

**9 Tools and Trends to Help Planners Do A Better Job Right Now**<http://ow.ly/1Tfkw>

BizBash technology report on several meeting technology developments

**More Talk about Tablets**<http://www.meetings-conventions.com/exclusives/articles/more-talk-about-tablets/c34008.aspx>

Thoughts about the impact of the iPad on meetings.

**Ganging up on Social Media**<http://digitalsouth.meetingsfocus.com/meetingsouth/201005?pg=7#pg7>

MeetingFocus article/interviews by Jeff and Christina Rasco covering ideas about

choice for attendees and exhibitors. And we'll continue to leapfrog all other providers with game-changing tech innovations designed to increase participation and productivity. Let our team of seasoned housing pros show you how Travel Planners will take your housing program to the next level. Visit [TPhousing.com](http://TPhousing.com).



[AllianceTech](http://AllianceTech)

Alliance Tech enables companies to increase their return on investment (ROI) of tradeshows, conferences and events through industry leading technology and measurement solutions. The Alliance Tech product suite includes, intelligent RFID, lead management and mobile event solutions. Alliance Tech is the # 1 provider of RFID in events and is a two time winner of the CEMA Summit Technology Shoot Out. [www.alliancetech.com](http://www.alliancetech.com)



[WTTTC.com](http://WTTTC.com)

With 20 city destinations and over 25,000 business listings, WTTTC.com is the largest online directory for the meetings, events and conventions industry. Search for, find and contact suppliers of all kinds. Save and share supplier details. Expert review your program with a DMC professional. No registration required. Simply, the meeting planner's best resource.



[N200](http://N200)

N200 is Europe's biggest visitor registration and lead retrieval

using social media for events.

#### The Golden Rule of Q & A

<http://www.telesalesmagic.com/prospecting/how-to-run-a-good-q-a-portion-the-golden-rules-of-q-a/>

Paul Archer's posting on how the best ways to conduct Q&A sessions.

#### Meetings of the Future

<http://marksonderproductions.com/about/News/Summer10MtgFuture.html>

MeetingFocus interviews with Stan Aaronson, Maddy Dychtwald, Daphne Meyers, Charles Allen and me on the future of meetings.

#### Nurturing New Media

<http://meetmiddleeast.com/articles/show/home/nurturing-new-media>

MeetMe (Dubai meeting industry portal) article on the benefits of social media for events.

#### SUGGESTION BOX

Please send along any questions, ideas, or suggestions on how to make this newsletter more useful for you: [contactcorbin@corbinball.com](mailto:contactcorbin@corbinball.com)

#### CORBIN'S SPEAKING CALENDAR

My July/August travel schedule will bring me to Ypsilanti, Victoria, Vancouver, Boston, Baltimore, Seattle, Louisville, Las Vegas and likely a few other places as well. Click the link above for specific details and links. I would love to make your city one of my destinations as well, so please contact me and let's set a date.

#### CORBIN'S PRESENTATION PROGRAMS

#### FREQUENTLY ASKED QUESTIONS

#### TESTIMONIALS

#### CORBIN'S CONSULTING AND WRITING SERVICES

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**LIST DIFFICULTIES?** Check out the [TechTalk FAQ \(Frequently Asked Questions\) File](#) or send a message to: [contactcorbin@corbinball.com](mailto:contactcorbin@corbinball.com).

**PASS IT ON:** Know someone who needs to stay current on the latest in meetings technology? Please forward them this newsletter or send them to the TechTalk subscriptions page: <http://www.corbinball.com/contact/>.

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#### EIBTM Barcelona

**30 November - 2 December 2010**

EIBTM Is the premier international event dedicated to the global meetings and incentive industry. EIBTM attracts 5,000 industry buyers and 2,000 exhibitors from over 100 countries. Over 2,500 buyers at EIBTM are top-level decision-makers bought to the event as part its Hosted Buyer Programme®.



**IAEE** promotes the unique value of exhibitions and other events that bring buyers and sellers together such as road shows, conferences with an exhibition component, and proprietary corporate exhibitions. IAEE is the principal resource for those who plan, produce and service the industry.



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