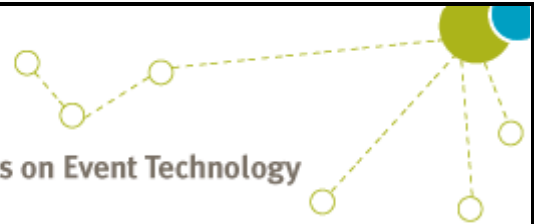


In this Issue:

- A Sneak Peek at Version 2
- The Little Chip That Could
- Upcoming Events
- 10 Savvy Secrets to Successful Meetings

The Tag Line

Thought Leadership and News on Event Technology



SPRING NEWSLETTER



Connected events. Measurable results.

Is This Event Worth It? Hands-on Calculation of Event ROI

Calculating ROI on meetings and conferences is at best challenging and at worst frustratingly inconclusive. Of course, the I in ROI is pretty straightforward. You figure out how much the event costs, and that's your Investment. But what do you measure to prove success? How do you take different factors into account? And how do you assign a value to something like a long conversation with a prospect or how many customers attend a session on your product roadmap?

[Register now to download the complete white paper.](#)

Visit nTAG at an Upcoming Event:

Meeting Professionals International

Greater New York Chapter
June 13, 2006
New York Marriott Financial Center
New York, NY

George Eberstadt, EVP Business Development & Operations for nTAG, and Rick Hulme, General Manager of Meeting & Conference Solutions for iBAHN, will be presenting a hands-on session entitled "Powerful Technologies for Successful Meetings"

[Learn more](#)

Meeting Professionals International

A Sneak Peek at the nTAG System Version 2 and the nTAG Wave

When you've deployed over 45,000 interactive name badges at meetings and conferences of all sizes, you learn a thing or two about event data management. Armed with this insight and taking advantage of the latest in wireless technology and display components, the nTAG System Version 2 is a revolutionary new solution for the event industry.

"Our primary goal is to help customers drive event activities towards their corporate objectives" says nTAG CEO, David Goretski. "With the nTAG System Version 2, we've combined even more real-time functionality with a wearable device that is lighter, easy to use, and has more features for attendees and meeting professionals."

[Read more](#)

Worth Reading



10 Savvy Secrets to Successful Meetings and Events

By Tom Field

From large-scale conferences and customer road shows to sales meetings and incentive junkets, corporations will spend \$168 billion on events in 2005, reports Blackfriars Communications Inc., in Maynard, Mass. That represents 16 percent of their total marketing budgets. No longer the red-headed stepchild, events are also increasingly becoming an integrated part of the marketing mix, shopping the brand just as well as any advertising campaign. Indeed, CMOs are taking note and putting more into their events budget and expecting a great deal more in return. How can you get the most out of your events?

CMO Magazine is pleased to present "Ten Savvy Secrets to Successful Summits." You'll find ten tantalizing tips that you can put into action today for more successful events going forward. Learn



Take the Poll

What type of meetings technology is most important to you at an event?

- Lead Retrieval System
- Attendance Tracking
- Event Data Management
- Audience Response
- Electronic Surveys and Knowledge Assessments

VOTE

View results

nTAG in the News

Association Meetings

The Little Chip That Could

Association Meetings magazine

April 1, 2006
By Irene Korn

"Sixty percent of the attendees in the A track meetings are doctors. Stack a group of the pre-registration kits for the March meeting by the exit

World Education Congress
July 9–11, 2006
Booth # 1317
Dallas Convention Center
Dallas, TX
[Learn more](#)

Computer Event Marketing Association

Annual Conference
July 16–18, 2006
Laguna Cliffs Marriott Resort
Dana Point, CA
[Learn more](#)

National Business Travel Association

International Convention & Exposition
July 16–19, 2006
McCormick Place
Chicago, IL
nTAG will be exhibiting as a partner at the CGS booth
[Learn more](#)

Meeting Professionals International – Southeast Chapter

Southeast Educational Conference
August 18, 2006
Hilton Clearwater Beach Resort
Clearwater Beach, FL
[Learn more](#)

Business Innovation Factory BIF–2 Collaborative Innovation Summit October 4–5, 2006 Trinity Repertory Theater Providence, RI
[Learn more](#)

BizBash / M&C Event Style Show November 9, 2006 Booth # 226 Pier 94 New York, NY
[Learn more](#)

Favorite Links:

Meeting Professionals International
www.mpiweb.org

Conferon Global Services

more about developing content that fills rooms, securing speakers that turn heads, cashing in on sponsors with deep pockets and ensuring a winning ROI. It's a must read for CMOs on the fast-track.

[Read more](#)

Note: This article is 4MB and 16 pages in size

Case Study

More Case Studies

Real-Time Management Case Study

Customer: Leading Telecom Provider

Challenge:

In 2005, a leading telecom provider organized a customer event with 44 separate breakout sessions which included speaker evaluations and knowledge assessments for each session. Year after year, this event was both labor and paper intensive event and most recently, survey response rates were historically below the company's goal. To reduce costs and streamline the event process, the company needed to eliminate the paper, reduce labor, increase survey response rates and automate logistics.

[Read more](#)

Worth Reading



Behind The Scenes: Innovate or Enervate

By Michelle Russell

The numbers from Convene's 15th Annual Meetings Market Survey tell the story: Almost half (46 percent) of survey respondents said attendance at their largest 2005 meeting increased and about the same percentage predict they will have even more attendees at their largest 2006 event. As one might expect, most of the answers to the question "What is the most innovative change or addition you have made to your meeting(s) in recent years?" had to do with technology. Lots of planners said wireless is the way to go.

[Read more](#)

door."

"Aisle 18 looks like the Sahara right now. Let's pull a coffee cart over there and see if we can drum up some interest."

"An unusual number of attendees left the ROI meetings before the end. We need to reevaluate either the topic or our choice of speakers for next year."

A planner can dream, right? Dream about the day when they can track what attendees are doing and respond immediately, both in real time and with appropriate planning for the next meeting. This is the potential of RFID technology for meetings, conventions, and trade shows — and the future is now.

[Read more](#)

nTAG in the News



Social Networking: Getting in Touch the CRM Way

By Marshall Lager
March 2006

Networking. Usually, the phrase that comes up when you discuss it is, it's not what you know, it's whom you know. That hackneyed characterization can be pejorative, but extending your reach through social contacts is an important part of business. It's why we have conferences, trade shows, mixers, and even business cards: to put the word out about who you are and how you can be useful to others.

www.cgscompanies.com

Meetings Industry Megasite
www.mimegasite.com

Corporate Event Marketing
Association
www.cemaonline.com

US Economic Census
www.census.gov

US Bureau of Labor Statistics
www.bls.gov/home.htm

Harvard Business Review
<http://hbr.com>

If you have a favorite link
you'd like to share with our
readers, please share by
[clicking here!](#)



Worth Reading



Achieving True Return on Investment After the Event from Successful Meetings

February 01, 2006
By Brent Filson

Meeting planners get a fraction of the results they are capable of because they neglect an area of results pivotal to the success of their clients. That area: "Level II results."

These differ from Level I results, which are linked to the meeting itself: the results coming from good administration, logistics, location, speakers, events, educational programs, et cetera.

[Read more](#)

Today social networking is more than just glad-handing people at conventions or asking a friend to move your job application to the top of the pile. There are technologies designed specifically to quantify, codify, and leverage your relationships. When you really need to reach out and touch someone, social networking applications are the way to go.

[Read more](#)

nTAG in the News

[Instant Gratification](#)
Salesforce XP

[New Technology for
Event Planners](#)
Campus Events
Professional

Email to a Colleague | Unsubscribe



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