Welcome to the CIO Hour!

September 2021

Insight 2022: The Future of Meetings

Brought to you by 501WORKS

The CIO Hour

- A new type of Webinar

- Tackling the problems and questions that are on your mind with real-world technology advice

- Featuring experts in their field with decades of real-world experience

- Usually the first or second Thursday of every month

Visit www.theCIOHour.com for upcoming topics and events.

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Ground rules…

- No question is off limits!

- If the question is too specific to a particular situation, we may defer it but are happy to talk to you offline or after the event.

- This is a safe space, but we understand if you wish to remain anonymous.

- Each session is worth 1 CAE credit – details to claim emailed tomorrow

Agenda

- In the News – A few highlights that might interest you

- Fast 15 min – Introduction to the topic of the month

- Q & A – 30 min – Discussion with our experts and taking your questions

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Today's Panel

JOE COLANGELO

Chief Executive Officer & Co-Founder, Bear Analytics
joe@bearanalytics.com

Joe Colangelo Co-Founder and CEO of Bear Analytics, a data analytics firm focused on delivering solutions to event professionals that help them derive more insights from the data they're collecting. Formerly the principal strategist behind the strategic development of BIO's One-on-One Partnering System, a web-based, SaaS platform, focused on providing biotech and pharma companies an efficient system for engaging in face-to-face interactions at an international portfolio of events.

JAMES C. MARQUIS

Chief Information Officer, 501Works
marquis@501works.com | 703.459.9779

James C. Marquis is a seasoned senior executive with more than 30 years of experience working in technology with a wide variety of associations and nonprofits. James' work experience includes serving as CIO for a large medical association, CEO of a technology consulting organization and senior roles in product development and business consulting for for-profit and nonprofit clients. He also has designed and built multiple Internet-based business applications including Mojo Middleware™.

In the News

1. Vaccine Mandates: How to handle asking for proof
   https://restaurant.org/articles/news/vaccination-mandates-how-to-ask-for-proof

2. U.S. tech venture investing gets a boost from pandemic
   https://www.reuters.com/article/us-venture-capital-funding-data/u-s-tech-venture-investing-gets-a-boost-from-pandemic-idUSKBN26M5V8

3. Apple announces changes to App Store
   https://www.cnbc.com/2021/09/01/apple-will-let-some-apps-guide-users-to-websites-to-make-payments-bypassing-apples-cut.html

4. Lessons from McDonalds – To join or not to join…
   https://www.inc.com/jason-aten/the-mcdonalds-app-has-a-fatal-flaw-theres-no-way-around-it-its-1-thing-no-company-should-ever-do.html

5. Amazon pushes deworming drug falsely touted as Covid treatment
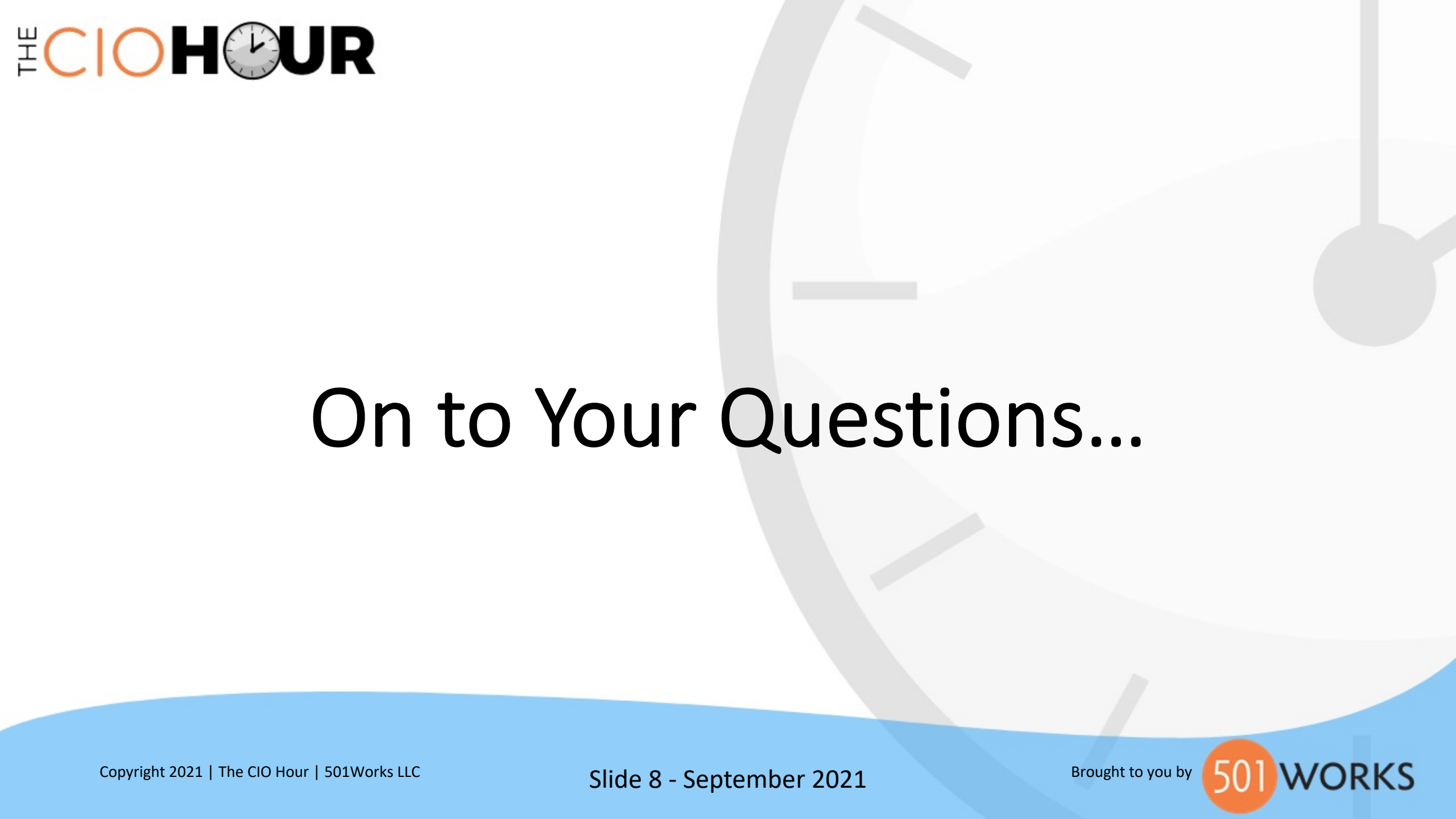   https://www.cnbc.com/2021/08/31/amazon-pushes-deworming-drug-falsely-touted-as-covid-treatment.html
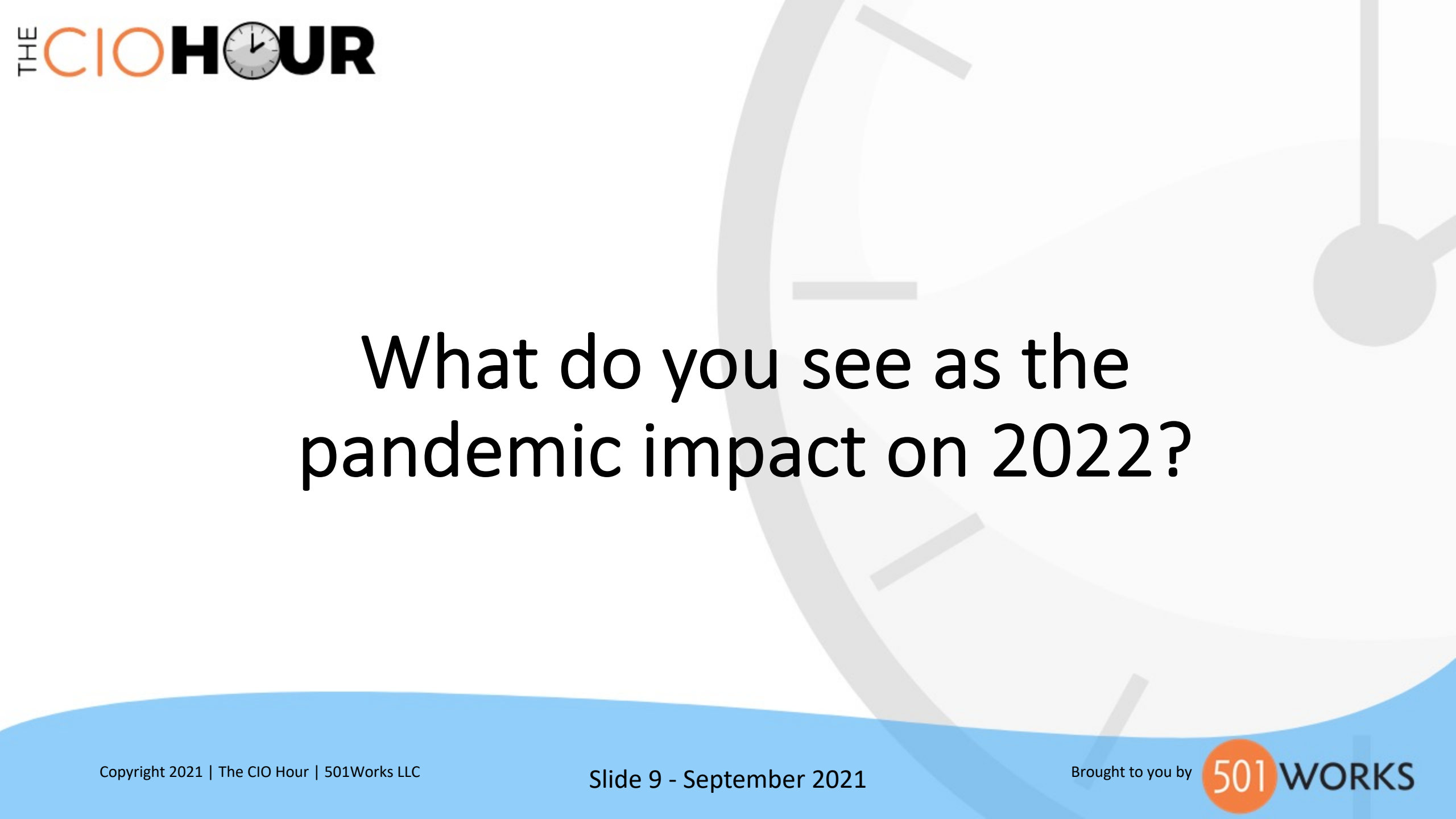
Today's Topic:

The Future of Meetings!

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The Lessons of the Digital Meeting Wave

1. Digital meetings offer more opportunity to measure engagement.

2. More **MEANINGFUL** data is being collected than ever before.

3. There is a fight going on for your data – make sure **YOU** own it!

4. Demand for measuring engagement is only increasing.

5. You will be hiring a "head of digital experience" in the next 2 years.
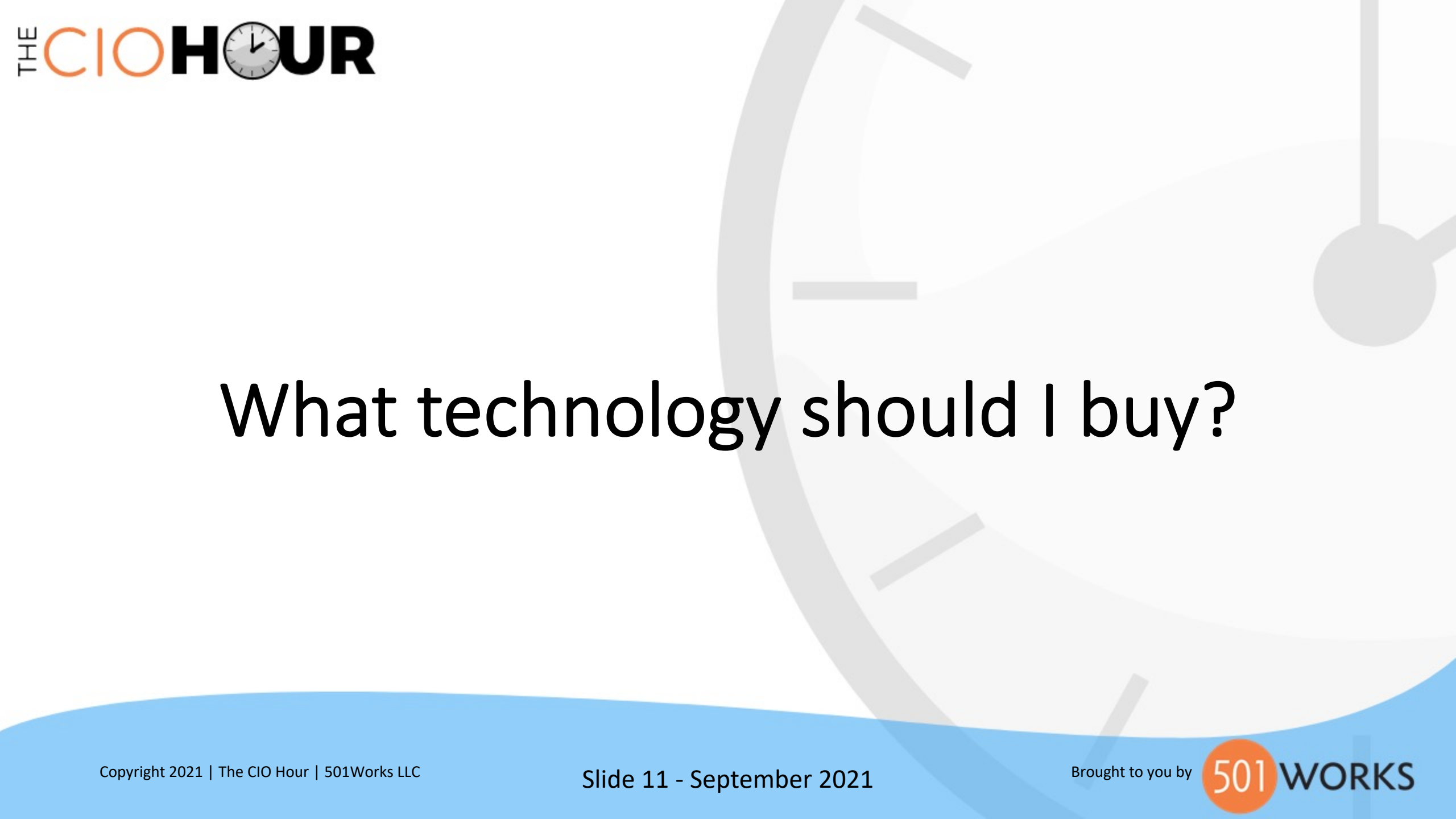
On to Your Questions…

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What do you see as the pandemic impact on 2022?

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We are not good at predicting what will come next!

- We are in a highly unpredictable time…
- The best path is to CHOOSE a path… don't let it paralyze you.
- Focus on first principles…
- We don't see things as "hybrid" as much as we see 2 distinct components – virtual and live – being distinctly executed.

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What technology should I buy?

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It needs to be more about the experience – *NOT* the technology!

- Most of the technology platforms at each level are generally competitive.
- Know what you want to deliver – the "experience" – then source technology
- Strategy still rules – even if making a decision is hard in the current pandemic landscape.
- The tech landscape is evolving.

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What does the new normal look like?

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The live world will change...

- Smart orgs are getting smarter!
- Traditional "exhibitors" can stand-up their own experiences which lessons trade-show demand.
- Business travel may be impacted for years to come.
- Pandemics are not the only danger – geopolitical, climate, pandemics, etc. will impact.

Brought to you by

What does your data say about the staying power of virtual events after the pandemic?

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The staying power of virtual…

- Not just "our data" – this is real world client data
- On-demand seems to be a big winner
- **Structured** one-on-ones for networking
- Potential battleground – 365 product/service showcase and how those are adopted

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How do I fit analytics into my day?

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Think of it like exercise:

- Truth can be scary!
- Just doing it 20 minutes a day can impact your outcomes.
- It will build confidence in your decisions – especially in this time of uncertainty.
- Look for opportunities to quantify your success.

Other Questions?

Thank you to Bear Analytics for today's content expertise!

If you have additional questions, please contact Bear Analytics:

joe@bearanalytics.com

Joe Colangelo

THE CIOHOUR

501Works

Founded by experienced executives envisioning a better way to make technology work for associations.

PRODUCTS & SERVICES

> **Mojo Middleware™** - 501Works's flagship product to easily integrate association software.

> **Software Mage ™** – a tool that helps you navigate the AMS/CRM selection process, gather requirements, draft your RFP, and evaluate vendor responses.

> **Customized Software Solutions and Integrations**

> **IT Consulting Services**

> **Advanced Web Design and Content Solutions**

Want a One-on-One with the 501Works CIO?

30-minute free consulting session for today's participants. Call or email us:

📞 **703-459-9779**

✉️ **theCIOHour@501works.com**

📍 **https://theCIOHour.com**

📍 **https://501Works.com**

Final Thoughts

- Join us in October for ***Super Spooky Cyber Security Issues and Insurance Implications***

- An archive of this presentation and today's Webinar will be posted on theCIOHour.com in a few days.

- Any suggestions for future programs? Topics you would like to see covered? Please email us: theCIOHour@501works.com

- For CAE credit – you will receive a link via email tomorrow so you can claim your credit and receive your certificate.

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