



Conversations With Condit: Using Technology to Enhance the Customer Experience.

27 September 2012





condit About Us

Condit Exhibits is an industry leader in face-to-face marketing since 1945.

Headquartered in Denver, Colorado and with offices around the USA and Europe.

- **We design from the inside out.**
- **We project your brand.**
- **We make it easy for you.**
- **We're your Green partner.**



IT TAKES
26
HOURS

FOR THE AVERAGE PERSON
TO REPORT A LOST WALLET

IT TAKES
68
MINS

FOR THEM TO REPORT A
LOST PHONE



70

PERCENT

OF ALL MOBILE SEARCHES
RESULT IN ACTION WITHIN 1
HOUR

70

PERCENT

OF ONLINE SEARCHES
RESULT IN ACTION WITHIN
ONE MONTH

Things That Are Dead

PDAs	Fax machines
Paid email accounts	Phonebooks, dictionaries, encyclopedias
Cassette decks	Calling 411
Dial-up	CDs & DVDs
Getting film developed	Snail-mail bills
Digital/video cameras	Buttons (on devices)
Movie rental stores	Losing touch
Maps	Paper
Newspaper Classifieds	Record stores
The landline	Books made of paper
Long distance charges	Book shelves
Pay phones	Feature phones
VCRs	Desktops & maybe PCs
	Privacy



The Splinternet

SMS/MMS

Mobile Email

Location-based Services

Mobile Site

Mobile Web App

Mobile App

iPad site

iPad App

QR Codes

NFC

Foursquare

Facebook

Facebook Places

Instagram

Twitter

Scanning

Social Commerce





OVER

91%

MOBILE USERS HAVE THEIR DEVICE
WITHIN ARMS REACH, 24/7





WITHIN 2 YEARS OVER

54%

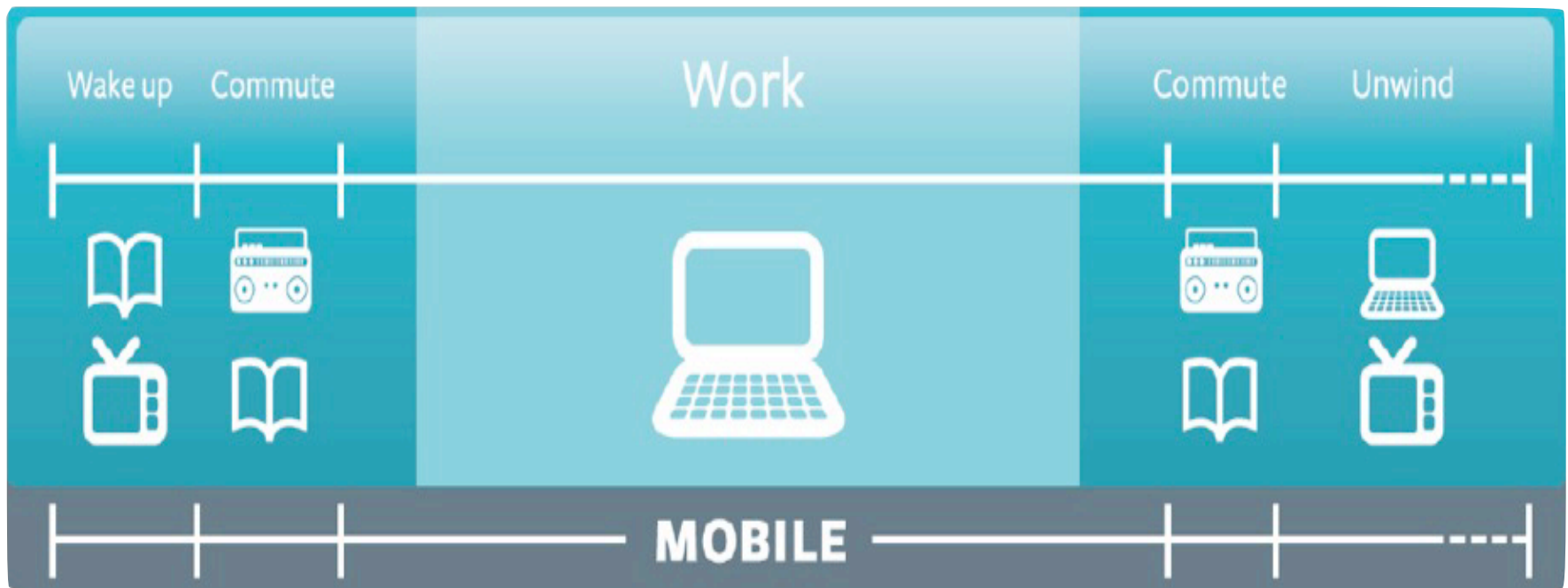
OF EXECS EXPECT A MOBILE DEVICE TO BE
THEIR PRIMARY DEVICE FOR BUSINESS.



condit Are you a nomophobic?



condit A Through B



condit Using Technology at events:

- Audience Response
- Event Apps
- Gamification
- Marketing Automation
- Proximity Marketing
- Broader Brand Engagement
- Touch Screens
- Connect to your sales systems



condit To app or not to app?

- Clear Goals
- Understand your audience
- Requirements document
- Test
- Understand technology limitations



conduit Gamification

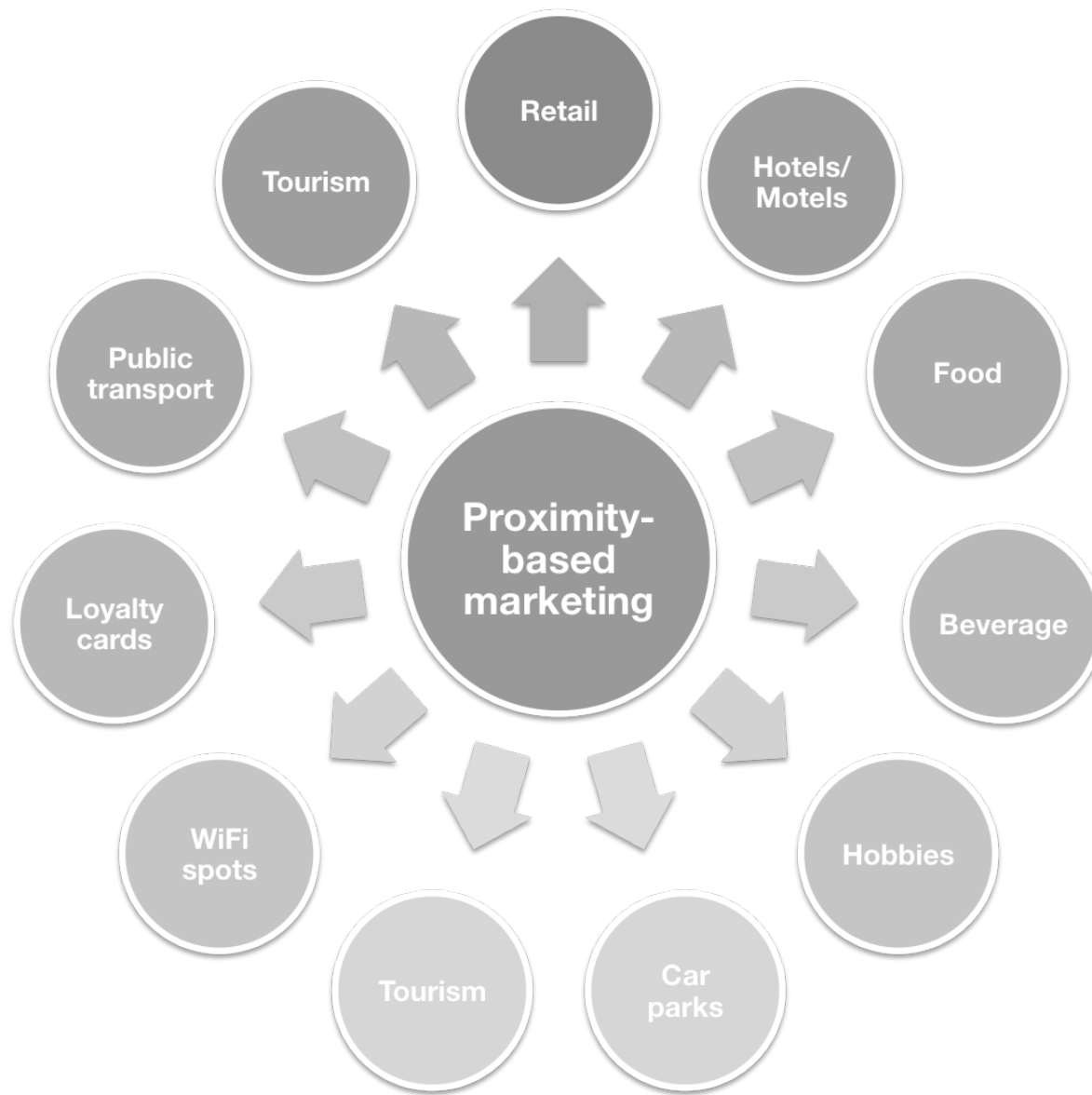
- Improve user engagement and customer loyalty.
- A leader in this space is bunchball.com



condit QR Codes & Text

- When to use and not to use.
- Know your audience.
- Cost Effective.
- Use Text as Audience Polling.







Directions:

Go to your mobile browser

CONNECT TO WI-FI NETWORK: **GROWLDEMO**

**Make Your
Trade Show
Exhibit...**

LOL



condit Event Apps



Grupio:
Mobilize
your event



Guidebook:
Take your
event mobile.

5 TIPS

TRADE SHOW INTEGRATION

Top 5:

1. Proximity Marketing
2. Email that is mobile friendly
3. Text campaigns: Understand your audience first
4. QR codes, products, print communications and mobile websites
5. Understand the limitations of cell service to access mobile sites.



condit Event Technology Checklist:

- ✓ Provide mobile-friendly marketing content
- ✓ Consider mobile users when creating content
- ✓ Choose mobile-friendly technologies
- ✓ Mobile app vs. mobile site
- ✓ Review your analytics
- ✓ Test emerging marketing strategies

condit Event Technology Example

The World Park—New York's Central Park Tourism

<http://www.theworldpark.com/campaign/>




Knowing is half the battle...

...And now you know

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