Speakers `connected` with their audience

Boost the effectiveness of your event with more engaging and memorable presentations. Enable all speakers to enliven presentations, increase audience participation, and ensure learning, for higher event satisfaction, and improved results.
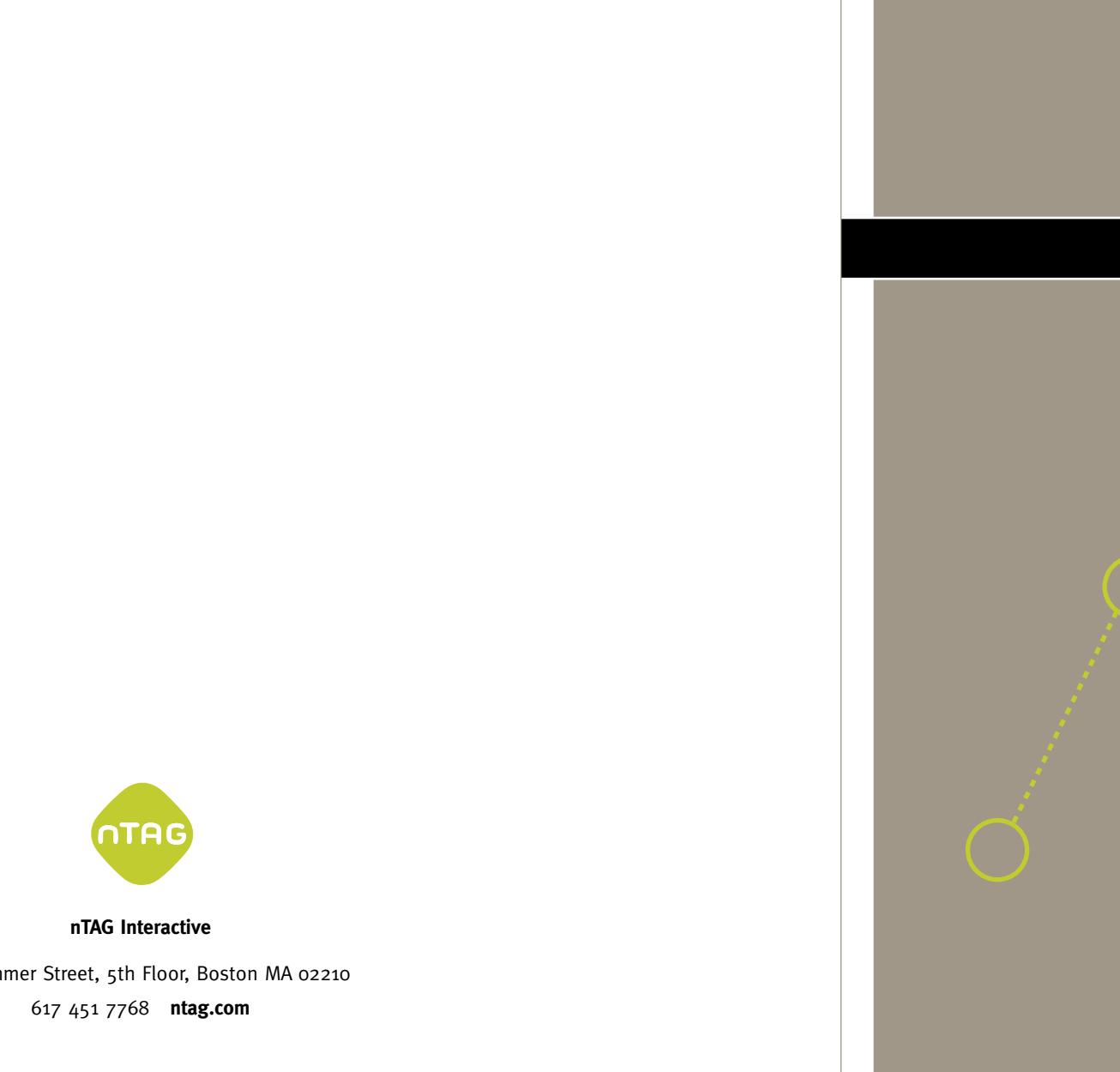
nTAG

nTAG Interactive

311 Summer Street, 5th Floor, Boston MA 02210

617 451 7768   **ntag.com**

nTAG Connected events. Measurable results.

Attendees `connected` with the right contacts
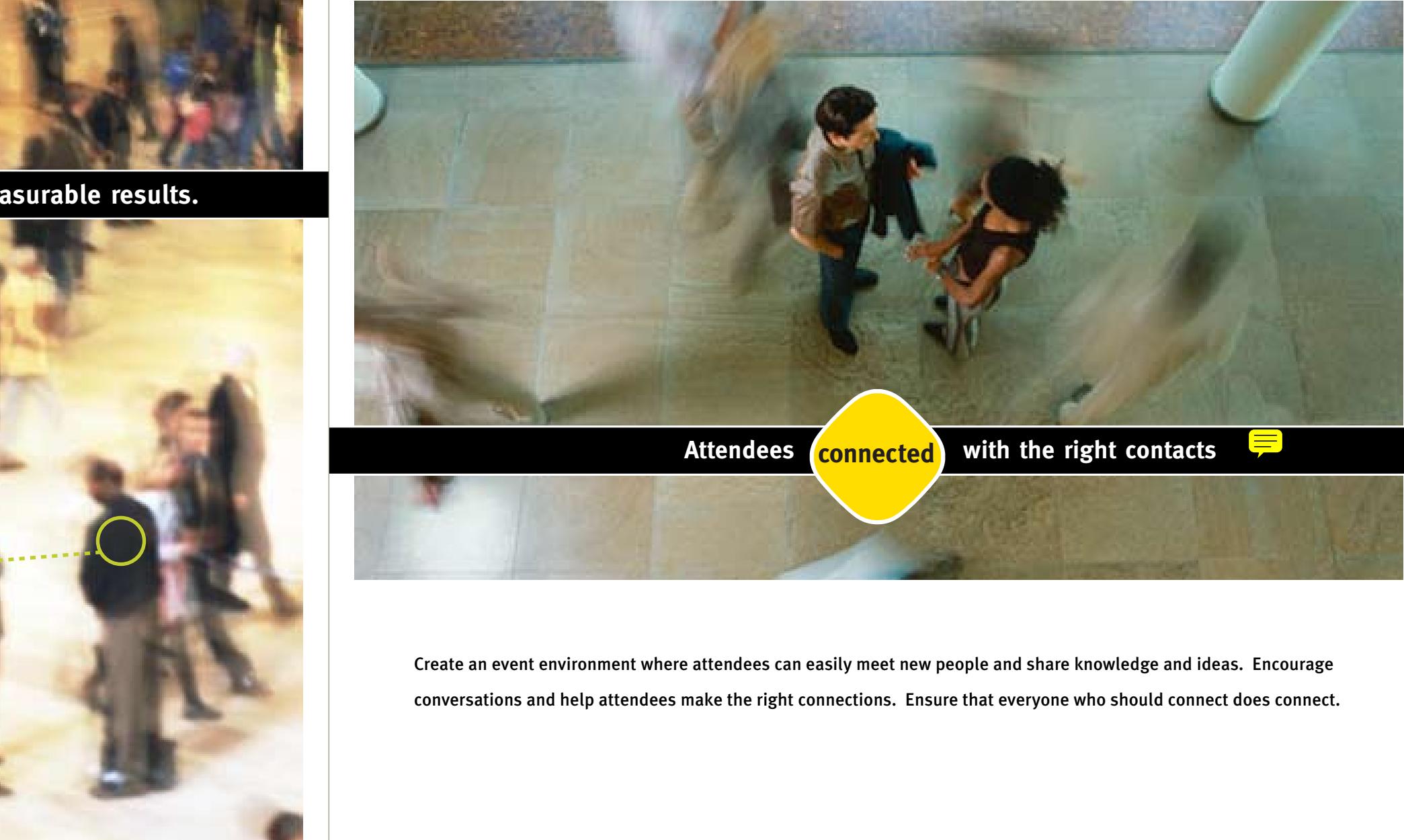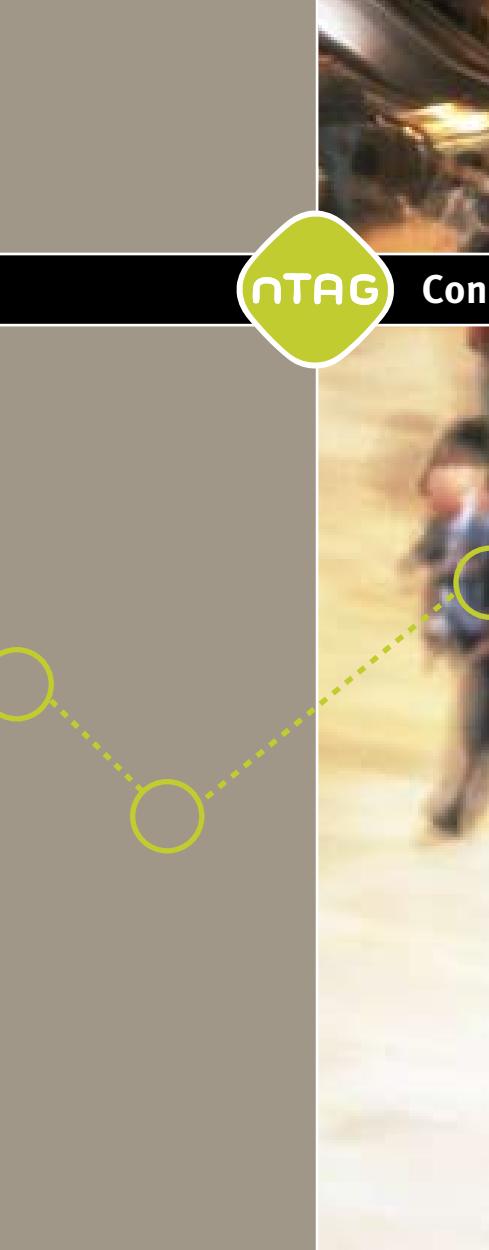
Create an event environment where attendees can easily meet new people and share knowledge and ideas. Encourage conversations and help attendees make the right connections. Ensure that everyone who should connect does connect.

The Connected Event

nTAG has enabled the advent of a new, more effective kind of business gathering: the connected event. Unlike traditional corporate meetings, the connected event brings together all participants—the host company, attendees, speakers, exhibitors, sponsors, and event management—in an energized, well-coordinated environment that supports higher levels of networking, learning, and real-time responsiveness. The nTAG system connects attendees with relevant contacts, speakers with audience members, event professionals with meeting-wide activity, and event performance with corporate objectives. By connecting the key elements around which event objectives are defined and measured, nTAG drives successful events with unprecedented results.

Events **connected** with corporate objectives

Take the guesswork out of measuring event success. From the outset, design and implement your event to meet event objectives. Compare event performance against corporate objectives for closed-loop ROI analysis. Provide key stakeholders with the quantifiable data to demonstrate that an event delivered value. Make better, more informed decisions about funding, planning, and executing future events.

The nTAG Connected Event

- Networking
- Real-time event management
- Sponsor & exhibitor support
- Education & interactivity
- Report ROI analysis

Drive more value from your events and prove the results

Want to ensure that your meetings and events achieve key business objectives and deliver strong, measurable ROI? Consider nTAG. An innovative Event Data Management (EDM) solution built around the world's first interactive name badge, nTAG lets you automate, measure, and improve all aspects of meetings and events — on site and in real time. The nTAG system provides powerful capabilities for multiplying the effectiveness of any business gathering, including user and customer conferences, sales meetings, partner and channel events, executive summits, training and education events, and association meetings.

With nTAG, you can drive all event activities toward the achievement of critical business goals, capture unprecedented levels of information on every aspect of your event, and quantifiably measure success. It's no wonder that nTAG is the EDM solution of choice for leading Fortune 1000 firms.
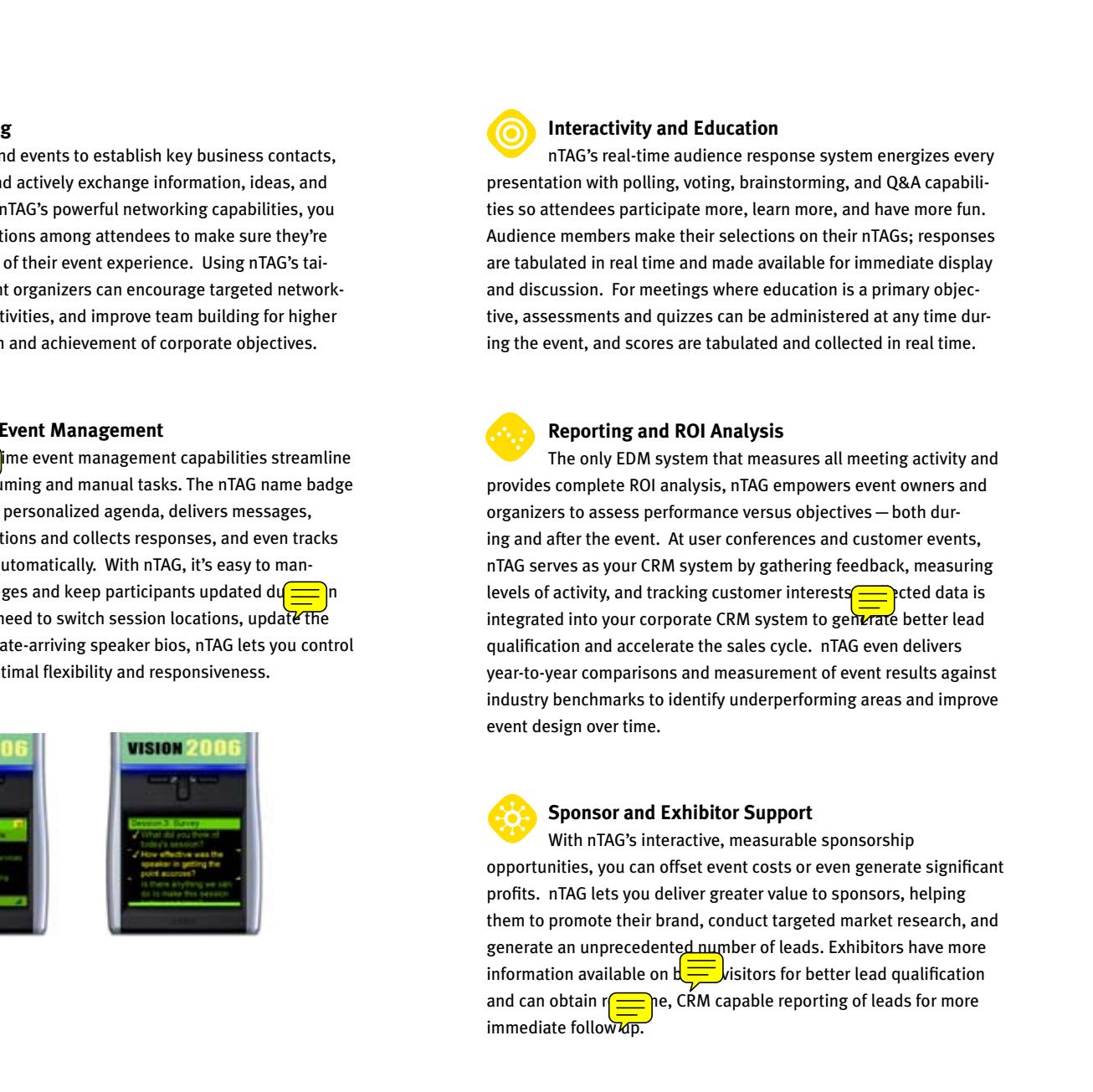
Networking

People attend events to establish key business contacts, meet new people and actively exchange information, ideas, and best practices. With nTAG's powerful networking capabilities, you can facilitate interactions among attendees to make sure they're getting the most out of their event experience. Using nTAG's tailored solutions, event organizers can encourage targeted networking, enliven event activities, and improve team building for higher attendee satisfaction and achievement of corporate objectives.

Real-Time Event Management

nTAG's real-time event management capabilities streamline numerous time consuming and manual tasks. The nTAG name badge stores and updates a personalized agenda, delivers messages, displays survey questions and collects responses, and even tracks session attendance automatically. With nTAG, it's easy to manage unexpected changes and keep participants updated during an event. Whether you need to switch session locations, update the agenda, or circulate late-arriving speaker bios, nTAG lets you control your meeting with optimal flexibility and responsiveness.

Interactivity and Education

nTAG's real-time audience response system energizes every presentation with polling, voting, brainstorming, and Q&A capabilities so attendees participate more, learn more, and have more fun. Audience members make their selections on their nTAGs; responses are tabulated in real time and made available for immediate display and discussion. For meetings where education is a primary objective, assessments and quizzes can be administered at any time during the event, and scores are tabulated and collected in real time.

Reporting and ROI Analysis

The only EDM system that measures all meeting activity and provides complete ROI analysis, nTAG empowers event owners and organizers to assess performance versus objectives — both during and after the event. At user conferences and customer events, nTAG serves as your CRM system by gathering feedback, measuring levels of activity, and tracking customer interests. Collected data is integrated into your corporate CRM system to generate better lead qualification and accelerate the sales cycle. nTAG even delivers year-to-year comparisons and measurement of event results against industry benchmarks to identify underperforming areas and improve event design over time.

Sponsor and Exhibitor Support

With nTAG's interactive, measurable sponsorship opportunities, you can offset event costs or even generate significant profits. nTAG lets you deliver greater value to sponsors, helping them to promote their brand, conduct targeted market research, and generate an unprecedented number of leads. Exhibitors have more information available on booth visitors for better lead qualification and can obtain real-time, CRM capable reporting of leads for more immediate follow-up.

About nTAG Interactive

nTAG Interactive is the recognized leader in Event Data Management (EDM). A real-time EDM system, nTAG helps event owners, organizers, and participants to achieve their event objectives, including business development, education, motivation, market research, customer loyalty, team building, brand promotion, and more. Built around the world's first interactive name badge, the nTAG system provides advanced solutions for targeted networking, session interactivity, sponsorship, and lead generation. It also delivers never-before-available data for marketing and ROI analysis, and automates on-site logistics, including agenda publication, attendance tracking, surveys, and message delivery.

nTAG has been used at corporate events hosted by IBM, Proctor and Gamble, Lucent Technologies, Pfizer, CIGNA, MasterCard, General Electric, Johnson and Johnson, and other Fortune 1000 companies.

To learn more about how nTAG can help make your next event the most successful yet,

call 1-877-NTAG-YES
or visit us at www.ntag.com.