



# Signature Services

Drive event performance to a whole new level.

*Design unprecedented networking, interaction and energy into your next event. nTAG Signature Services help unlock your event's potential by enabling you to better achieve meeting objectives and deliver greater value to all participants.*

A comprehensive event technology system designed around the world's first interactive name badge, nTAG delivers real-time data and event design expertise for the results-driven meeting. Leveraging core system features, in-depth data analysis, social networking and adult learning research and more than five years experience driving successful meeting results, nTAG has designed a series of Networking Accelerators that get people interacting and making valuable connections. We also offer Session Invigorators that supercharge meetings by boosting participation and enhancing learning. These innovative catalysts engage attendees in new and exciting ways for meetings that are more memorable and impactful than ever before.



# Networking Accelerators

The best events are those where attendees meet new people, make valuable contacts and actively exchange ideas and knowledge. nTAG recognizes the important role that networking plays in meeting event objectives and delivering value to attendees. That's why nTAG offers Networking Accelerators that get attendees interacting and making the right connections for a livelier and more satisfying event experience.

No more awkward networking sessions where people arrive late and leave early, interact only with familiar faces or fail to mingle at all. nTAG's wide range of Networking Accelerators help attendees connect in fun, non-intimidating ways that keep them coming back for more.

## Near Me Alerts

Help attendees make the right connections by enabling them to view an attendee directory on their nTAG badges and select up to four people whom they're most interested in meeting. An attendee's badge will vibrate whenever one of the designated individuals is nearby. The nTAG will even display a photo — if available — of the selected person, making him or her easy to identify.

## Secret Partner

Jumpstart conversations with a networking game in which attendees are randomly assigned a secret partner, whom they must identify and locate in person. The nTAGs provide clues, prompting attendees to ask each other for introductions in order to track down their secret partners.

## Greet the Gurus

Spark friendly competition and encourage interaction by initiating trivia contests about virtually any topic — conference-related subjects, current events, music, movies and more — that would appeal to attendees. Trivia questions help to break the ice as attendees discuss topics and share insights. Those earning the highest scores are automatically identified as “gurus” on their nTAG displays.

## Scavenger Hunt

Motivate attendees by tasking individuals or groups with obtaining clues, finding items, meeting certain people, accomplishing tasks, and accumulating points. Improve learning by relating contest tasks to important content. The individual or team to complete the list first or to achieve the highest score within a given time limit wins.

## Top Networker Contest

Drive more connections among event attendees. The nTAG System awards points every time attendees exchange contact information. The top networkers — those who accumulate the most points by meeting the most people — win a prize or become eligible for a special drawing. A Leader Board listing the top networkers is prominently displayed throughout the event, enabling attendees to track who is ahead and increase networking activity to maintain their scores or catch up.

## Care to Meet

Increase networking by appealing to attendees' charitable spirit. Every time attendees exchange contact information, they accumulate points. For every networking point earned, the company running the event and/or its sponsors contribute \$1.00 to a worthy cause. Continually updated displays show progress toward the defined charitable goal.

## Group Remix

Encourage attendees to step outside their comfort zone and meet people from other groups. Promote interactions among key groups — sales and marketing, venture capitalists and entrepreneurs, middle management and executives, rookies and veterans, domestic and international attendees and more — by introducing some friendly competition. Attendees earn points each time they exchange contact information with someone from a different group. A Leader Board listing the top scorers is prominently displayed throughout the event, enabling attendees to track who is ahead and increase networking activity to maintain their scores or catch up.

## Graffiti Board

Break the ice with conversation starters provided by the attendees themselves. Attendees are invited to use their nTAGs to post short messages, which are prominently displayed on a centrally located screen for all to review, discuss and comment. This shared experience sparks conversations about topics that interest attendees to facilitate networking and drive more connections.

## Targeted Networking

Make sure attendees derive value from your event by helping them make the right connections. Throughout the event, the nTAG System tracks networking patterns and survey responses. Based on this data, nTAG sends out targeted messages inviting attendees to mini-receptions where they can make valuable connections for a more worthwhile event experience.



## Session Invigorators

The same old PowerPoint presentations, stale handouts and paper surveys just don't cut it anymore. In today's fast-paced, highly interactive world, people expect more.

With nTAG's Session Invigorators, you can take your event presentations from ho-hum to truly extraordinary. Leveraging nTAG's real-time audience response and survey capabilities, our Session Invigorators enliven presentations and improve learning by building in new levels of choice, interactivity and fun. Whether you want to "wow" attendees or simply keep them more engaged, nTAG offers Session Invigorators designed to help you achieve your event objectives.

### Event Orb

Drive participation in event activities — networking, surveys, games and more — with the Event Orb, an on-screen prize selector that favors the most active attendees when raffling off prizes. An animated visualization — prominently displayed throughout the event — shows a sphere for every attendee who participates in activities that award points. The visualization grows and changes, providing a progressive representation of event activity levels. When it comes time to award prizes, excitement and suspense build as the Event Orb automatically draws a name from among the most active participants.

### The Shark Tank

Give attendees a presentation experience they'll never forget. Attendees use the nTAG audience response features to vote for a presentation's relevance, value and credibility. If at any point during the presentation more than 80% of the audience responds negatively, the speaker plunges into a water dunk tank! Alternatives such as gong-banging, loud music or interruption signals can be used in place of the dunk tank. The format can also be adjusted to accommodate multiple speakers; when one is eliminated, another takes his or her place.

### Squawk Box Sessions

Provide the opportunity for attendees to participate and be heard in a unique and personal way. Throughout the event, attendees use their nTAGs to submit questions, comments and concerns. The nTAG System continuously collects, filters and organizes the audience input and presents it to the event professionals. At a daily Squawk Box Session, executives, speakers and/or content experts respond to these attendee inquiries. The result is a memorable event experience in which audience members are actively involved in creating session content that is highly relevant to their needs and interests.

### Quiz Shows

Generate excitement and improve learning by encouraging audience participation in highly interactive quiz shows. Leveraging nTAG's audience response and assessment capabilities, attendees answer questions about presentation content on their badges. The nTAG System automatically tabulates the results and makes them available to the presenter in real time. Audience members who respond incorrectly are automatically eliminated from the competition, while correct responders continue to earn points. Attendees benefit from more focused learning and greater content retention as they compete for the highest score.

### People's Choice

Let attendees express their preferences and drive the event agenda. At the beginning of a session, three speakers present a brief introduction to their presentations. Audience members vote for their preference and the presentation receiving the most votes is the one that is given. Alternatively, one speaker presents three topics and the audience picks the presentation that follows by majority vote.

### Command Performance

Give attendees more of a good thing. At the end of each day, invite attendees to complete a survey to rank the day's speakers. The speaker with the highest score is automatically added to the next day's agenda. If your event includes an expo component, you can use Command Performance to determine attendee interest in exhibitors based on daily survey scores or tracked booth visits. The most popular exhibitor is granted a speaking opportunity the following day. The nTAG System automatically updates agendas and sends messages notifying attendees of the new session topics and speakers.

### Priority Smackdown

Show attendees just how much you value their opinion. With Priority Smackdown, event participants get a say in setting strategic priorities, such as product roadmaps or customer service improvements. Providing input via nTAG surveys or audience response polls, attendees enjoy the unique opportunity to influence the strategic direction of your company.



### About nTAG Interactive

nTAG has the technology and expertise to bring your events into the 21st century. A premier developer and provider of real-time technology and services for face-to-face events, nTAG offers complete solutions to improve, automate and measure corporate and association meetings. Built around the world's first interactive name badge, the nTAG System provides innovative solutions for targeted networking, session interactivity, and event measurement. nTAG applies best practices based on event research and direct experience with over 75,000 nTAG users, to help drive more value from your meetings and prove the results.

For more information, please visit [www.ntag.com](http://www.ntag.com)  
If you're interested in improving results at your next event,  
call **877.NTAG.YES** or email us at [info@ntag.com](mailto:info@ntag.com)