




INCON Partners



INCON Preferred Supplier



Virtual meeting platforms to match each event



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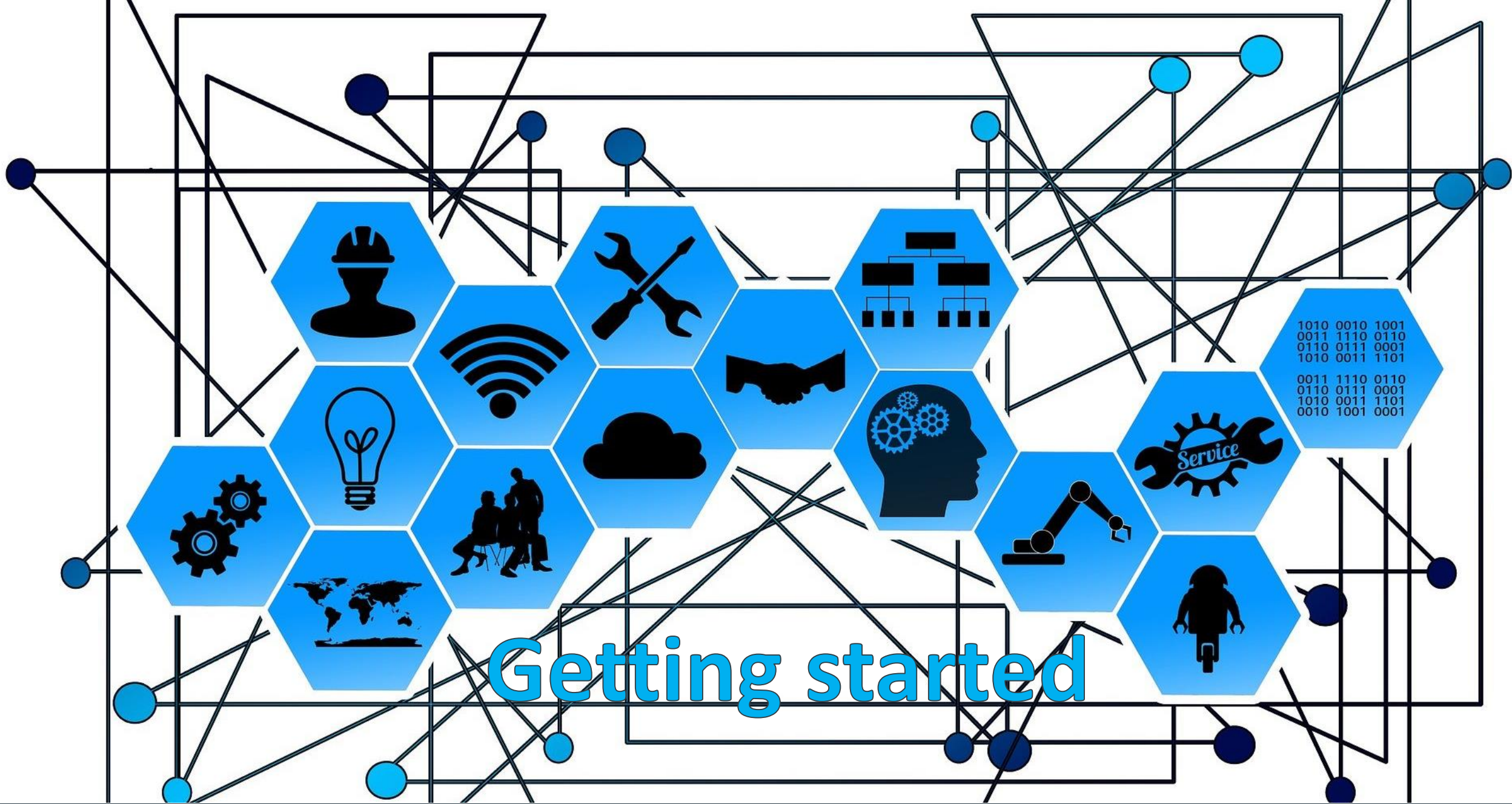


This is me...

... some (maybe) important facts about your speaker

- IT professional since 2001
- 8 years **Freelance Software Developer** (Education, Aviation, Web, AV/Media, Laser-Shows)
- 6 years **MICE Business** (CTO, COO)
- 6 years **Online Gaming Industry** (Developer, Software Architect, Head of Development/IT)
- 2 years **E-Commerce** (Head of Development/IT)
- 3 **Children**
- 1 **Wife**
- 500+ Employees lead as a **Passionate, People Oriented Leader**
- 170+ **Video Games** played through
- 50+ Digital products shipped as a **Customer Oriented Developer or Manager**





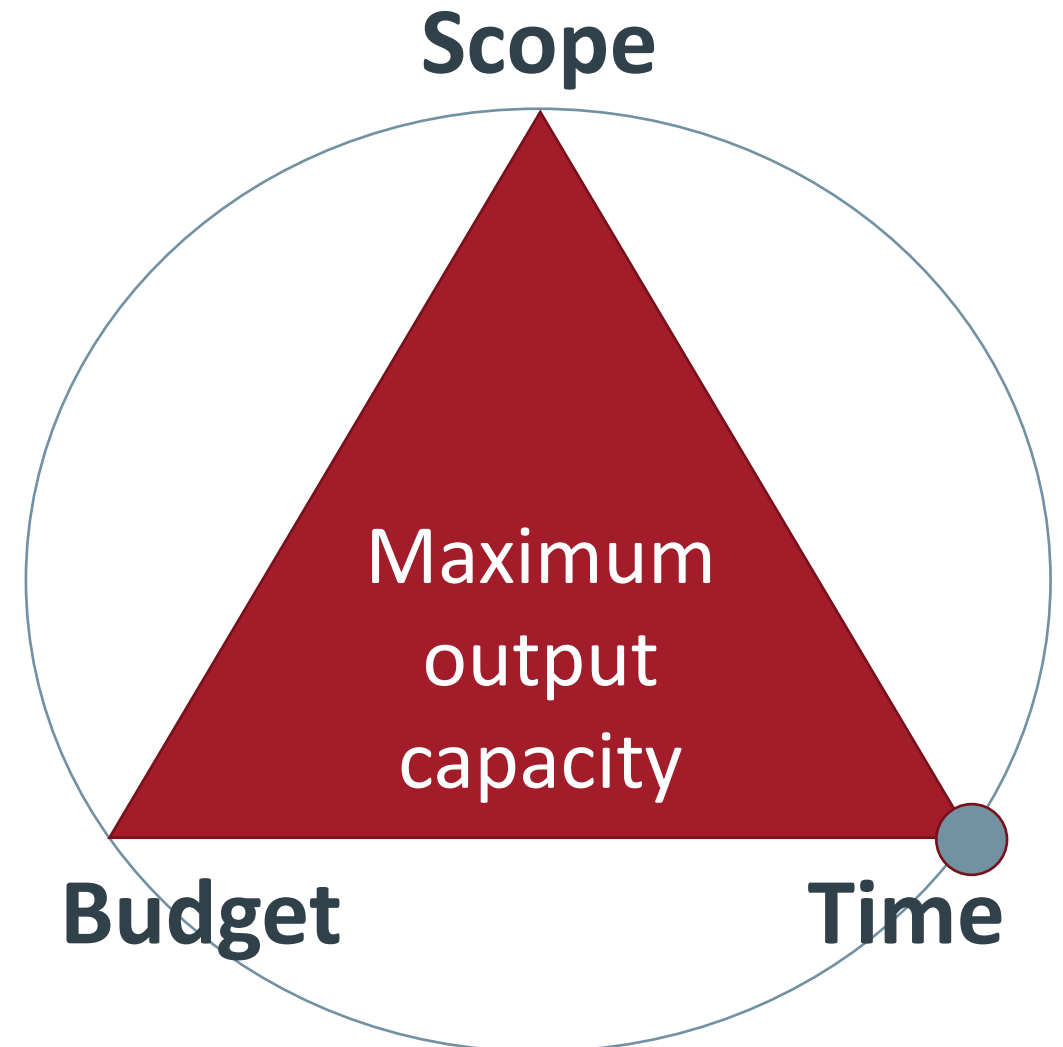
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Project Management Triangle

Understand what's possible in a project

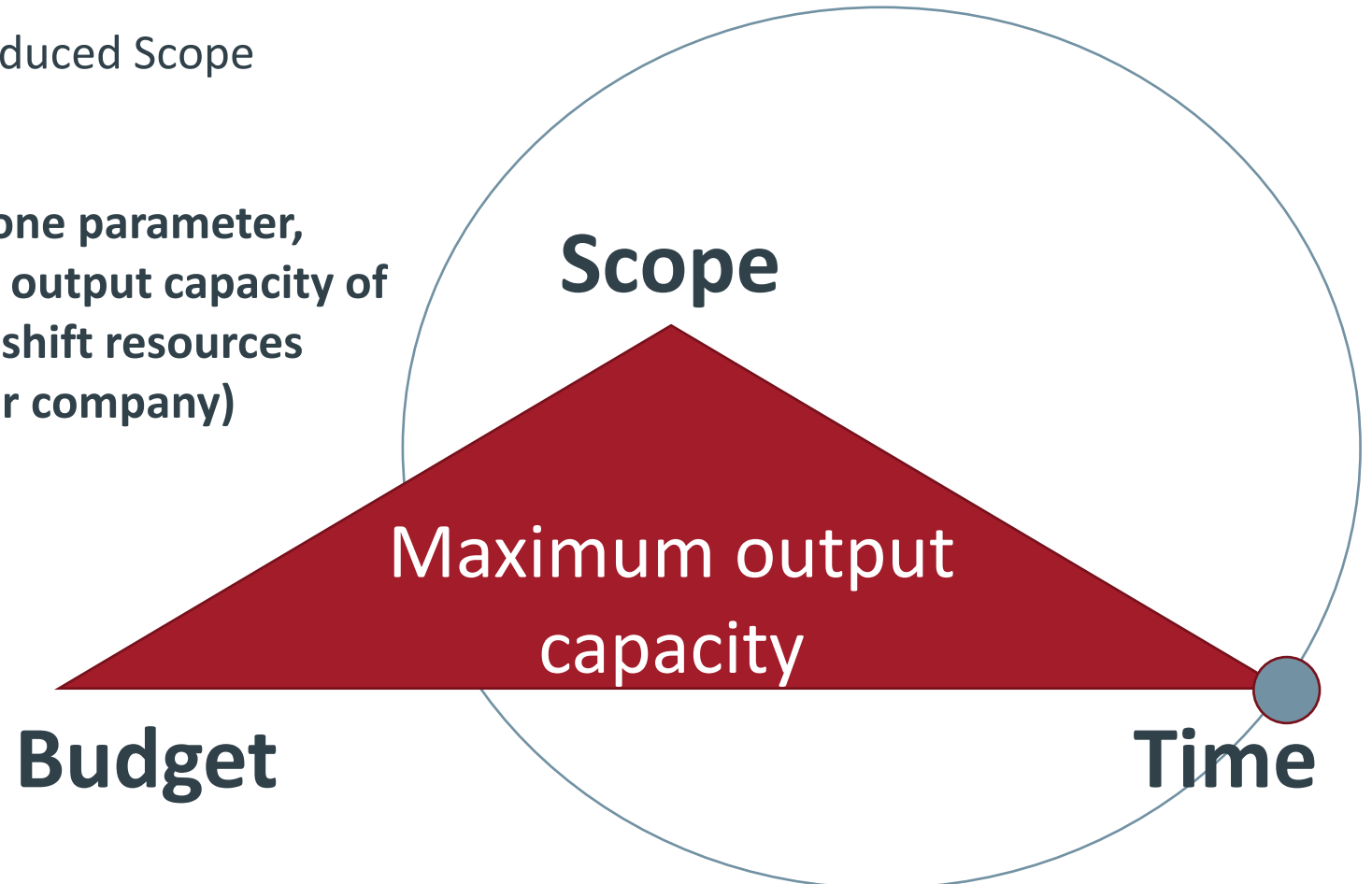
- The size of the surrounded area is the maximum output capacity of your system for the project
- Each parameter is directly connected to the other two
- Usually one parameter is fixed (for events its mostly the Time) – If two are fixed, all are fixed!
- If you optimize one of the other parameters, the last parameter optimization needs to be reduced



Project Management Triangle

Understand what's possible in a project

- Fixed Time, Optimized Budget → Reduced Scope
- If you want to optimize more than one parameter, you need to increase the maximum output capacity of your system (which usually means: shift resources from other projects or invest in your company)



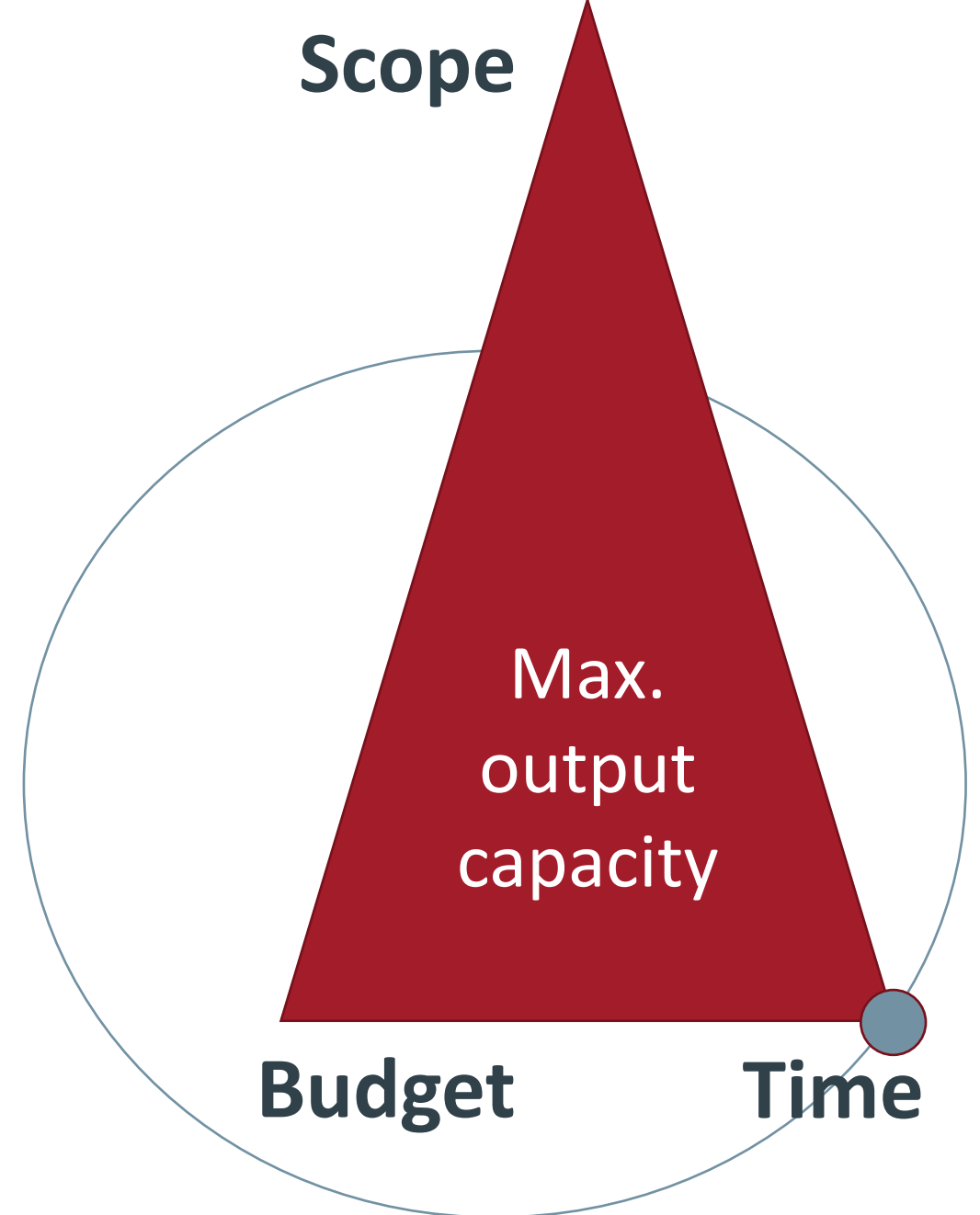
Project Management Triangle

Understand what's possible in a project

■ Fixed Time, Optimized Scope → Less optimized Budget

Why is this of an importance?

- It influences your decision based on time, scope and budget significantly
- You have limited resources to change scopes or time
- Software suppliers have limited resources to change scopes or time
- Usually, inexpensive software offers reduced scopes (either in standard features or in the options for customization)



Energy Conservation Law

also needs to be applied in User Experience

- Imaginary amount of „Brain energy“ is needed to handle user interfaces (UI)
- This energy can be added to the user interface by users or by developers

UI is well designed, easy to understand and use; and has its price

→ Energy needs to be added by the developer

UI is quickly done at low costs

→ Energy needs to be added by the user



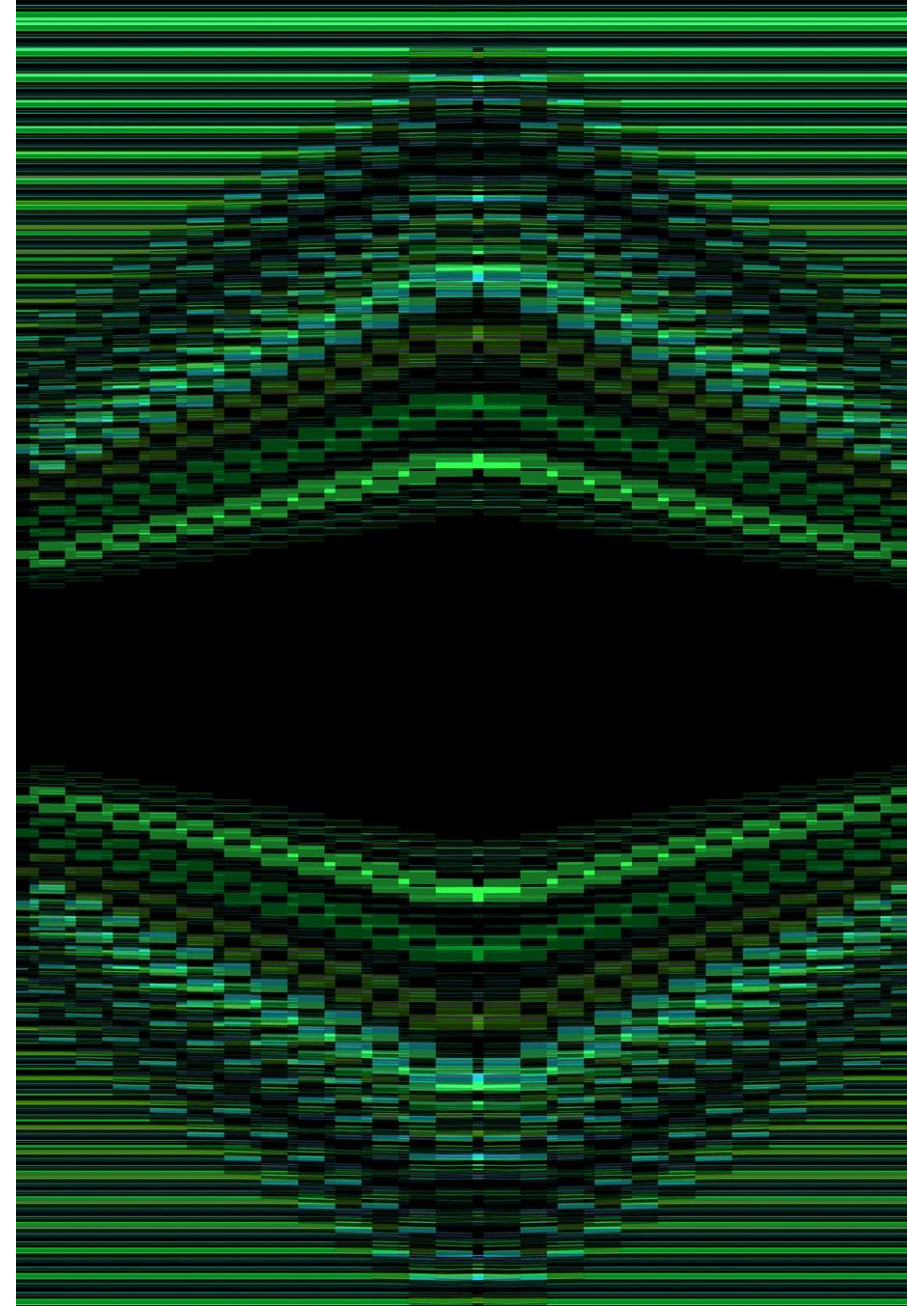
Layers of Complexity

More than one scope!

An event is not one scope, but a stack of scopes

- People management (Registration, Check-In, ...)
- Content management (Sessions, Website, ...)
- Marketing (Newsletters, AdWords, ...)
- Community management (Social Media)
- Interactivity (Chat, Q&A, Polls, Votes, ...)
- Video services (Live-stream, on-demand, ...)
- Virtual exhibition

... add additional scopes according to your needs



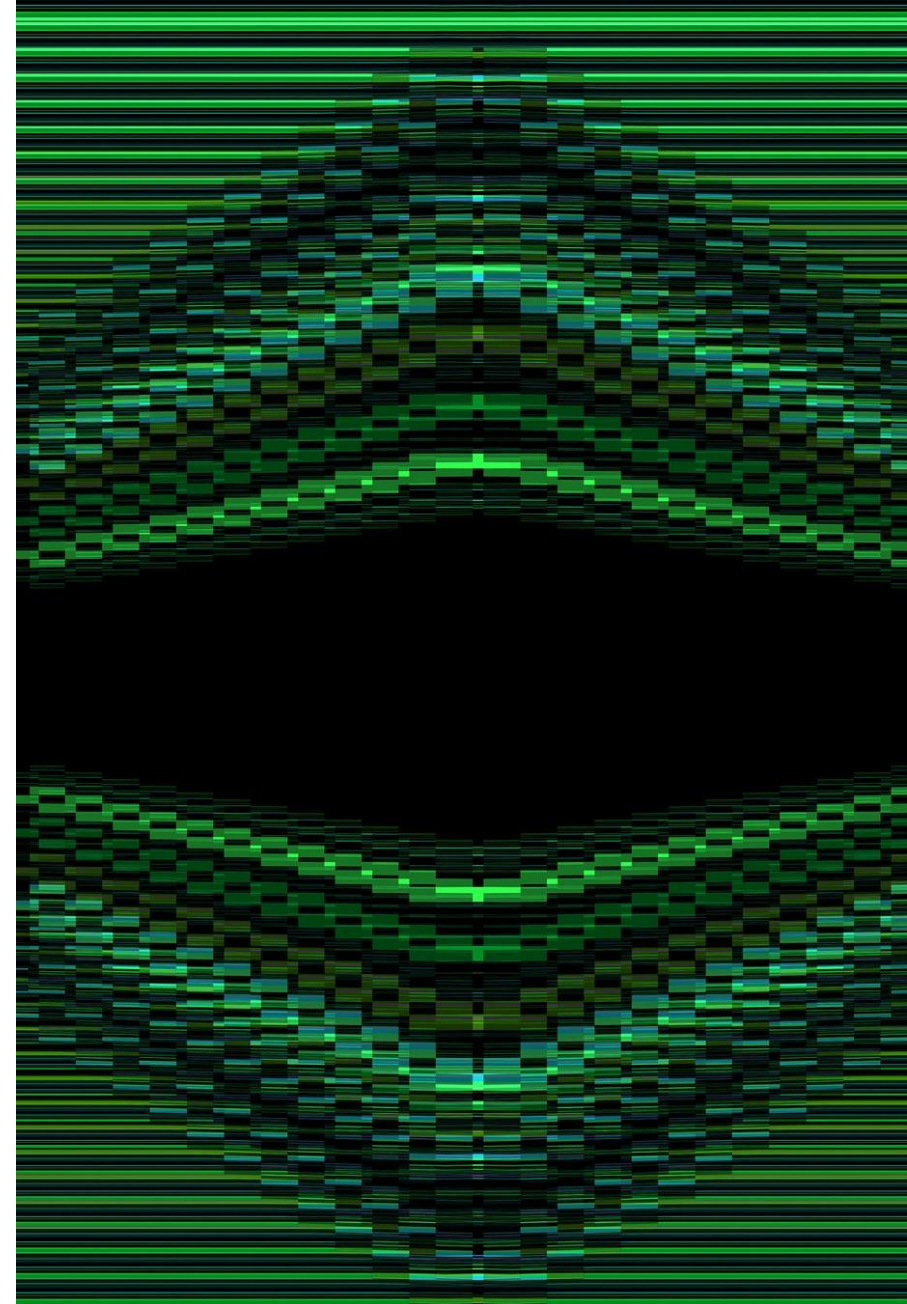
Layers of Complexity

How to understand your software

Each scope comes with its own criterias

- Scalability – How many users can use it?
- Adaptability – How customizable is it?
- Interoperability – Can it be connected to other software?
- Accessibility – How easy can it be understood and used?
- Maintainability – How easy can **we** maintain it?
- Reliability – Is it more a demo project or enterprise software?
- Resource Consumption – Price, Work, Energy, ...

... add additional criterias according to your needs

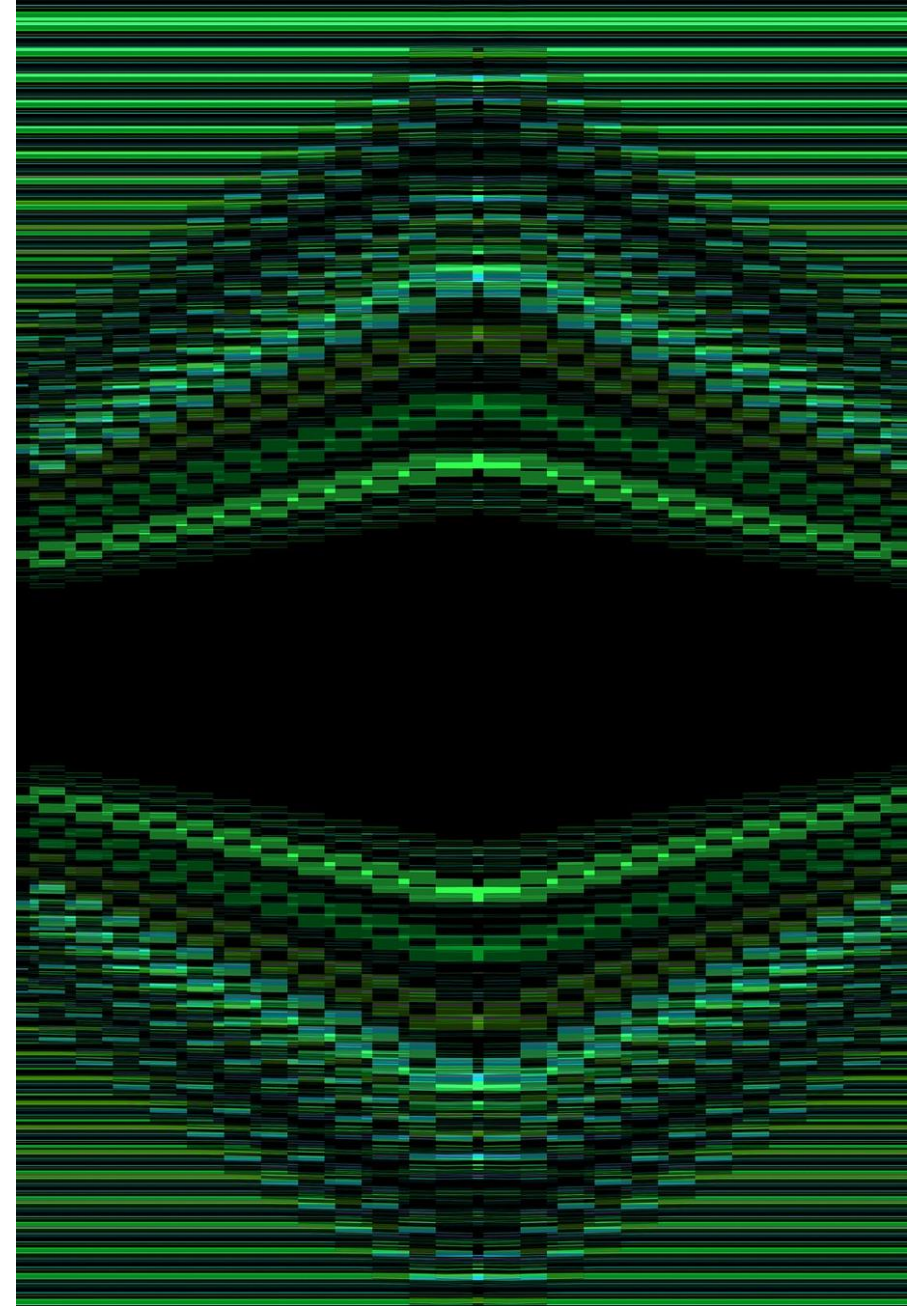


Layers of Complexity

The issue with complexity layers...

in software scopes is: They need to be regarded as dimensions

With **Registration, Program management, Website, Newsletter, Social Media, Chat, Voting, Streaming and Exhibition** as layers of complexity we are now trying to understand an 8-dimensional space (n-1).



Layers of Complexity

Let's do some maths

In the very end you have

a **Registration, Program management, Website, Newsletter, Social Media, Chat, Voting, Streaming and Exhibition scope** and you need to apply the **criteria for Scalability, Adaptability, Interoperability, Accessibility, Maintainability, Reliability, Resource Consumption** on each.

This means:

Criteria^(Scopes - 1): $7^8 = 5,764,801$ potential results

Of course there are not so many systems or combinations out there, but this shows how complex it is for you to make a decision.

Layers of Complexity

Let's do some maths

Criteria ^(Scopes - 1): $7^8 = 5,764,801$ potential results

Now add a criteria

Criteria ^(Scopes - 1): $8^8 = 16,777,216$ potential results

Now add a scope

Criteria ^(Scopes - 1): $7^9 = 40,353,607$ potential results

- Reducing scopes reduces complexity more than reducing criterias!
- Reducing criterias reduces the quality and expressiveness of your evaluation!



Where complexity layers apply

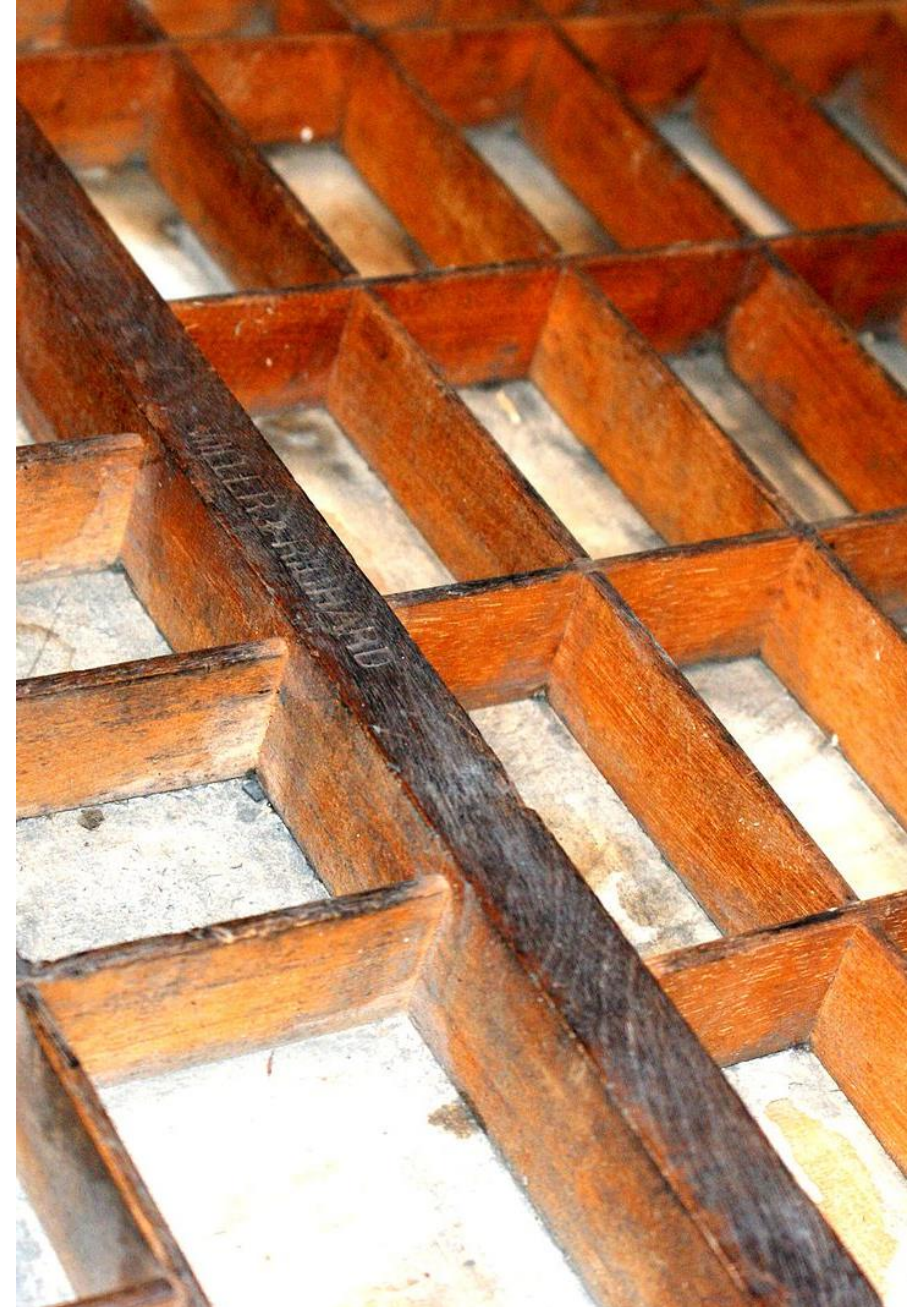
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Which scopes apply

One solution for all or each?

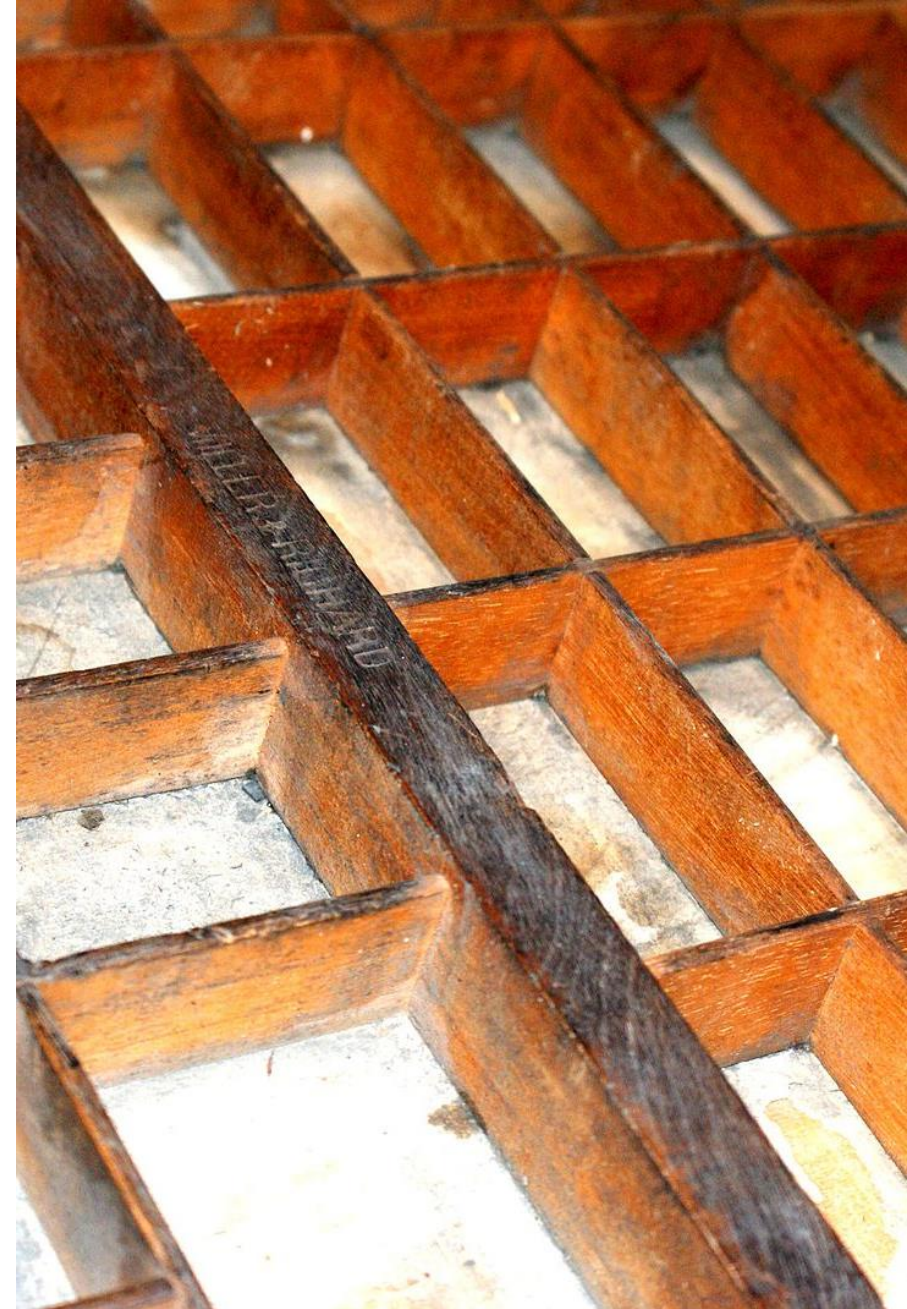
- How do you define interactivity?
Is Q&A enough?
- How much Social Media needs to be involved?
Is it only a marketing channel or an interactivity tool?
- What is the content strategy of your event?
Somehow necessary or part of your marketing strategy?
- Virtual or Hybrid?
Do not underestimate the special challenges of Hybrid meetings!
- Virtual Exhibition?
Only some ad-pages, a content portal or virtual exhibition halls?
- **Meta-Scope:** Business Intelligence
How to collect, merge and combine data from all scopes?



Which criteria counts

One solution for all or each?

- Scalability limits the potential size of the event
Be aware: Virtual / Hybrid events often attract more participants than physical events!
- Adaptability limits the ability to react flexible on different demands of your events
- Interoperability limits how the software integrates into your existing infrastructure
- Resource consumption limits the flexibility to serve events of different sizes and budgets
- Reliability directly influences User Experience in your event
- Maintainability affects your very own resources

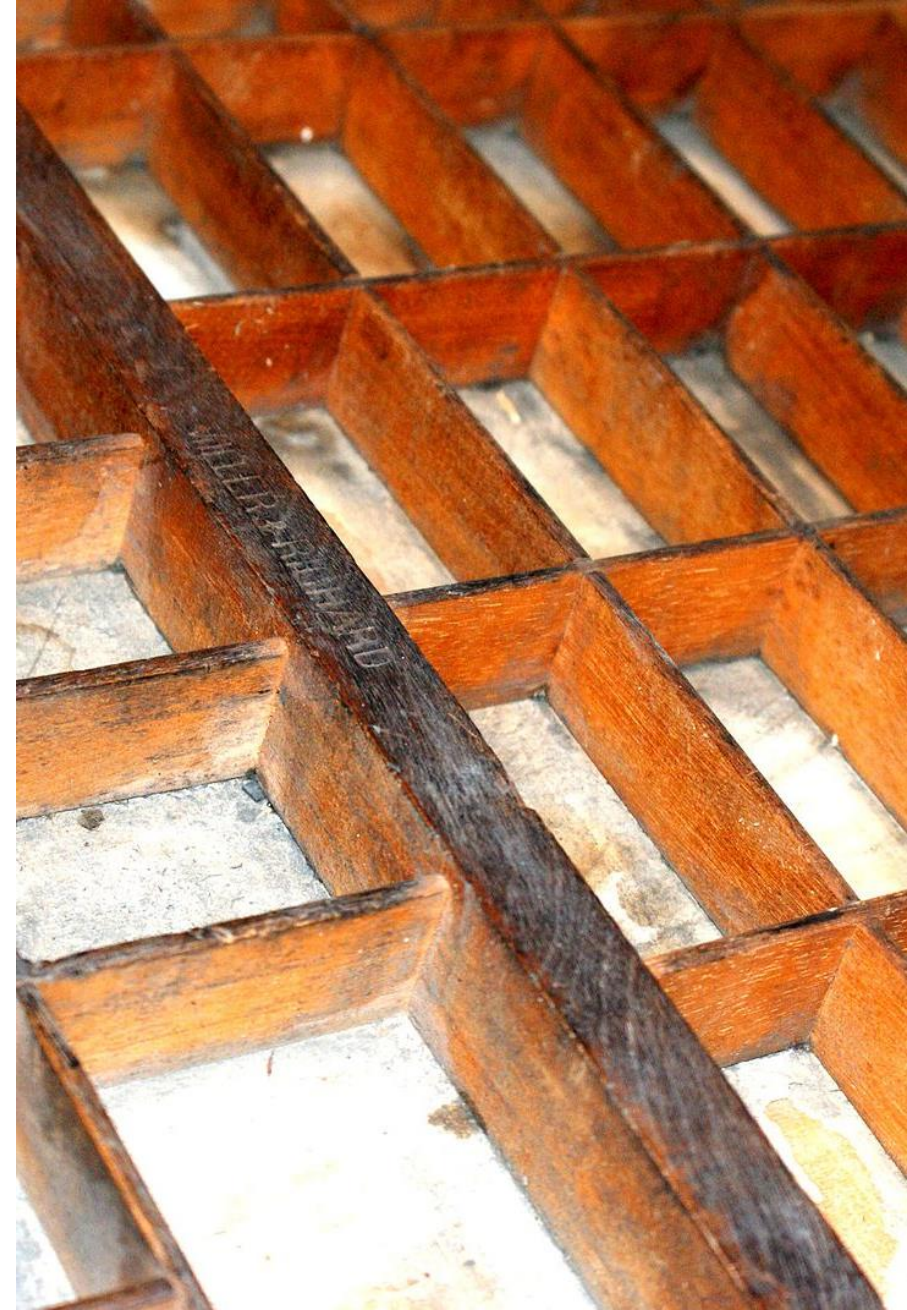


Focus: Interoperability

No solution to rule them all...

A checklist

- Supports SSO (Single Sign-On)?
- Has an open API (preferred RESTful)?
- API supports modern web standards (OAuth, JSON format)?
- Check if there are products that are already connected to your candidate, if available test those integrations



Let's get your head above water

A swimmer wearing a blue swim cap and goggles is captured in a side profile, swimming in a pool. The water is a vibrant blue. In the foreground, two thick orange lane dividers are visible, extending from the bottom towards the top of the frame. A white lane line with red buoys is also visible in the background. The overall scene is dynamic and focused on the swimmer's movement.

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Understand your environment

Research the market!

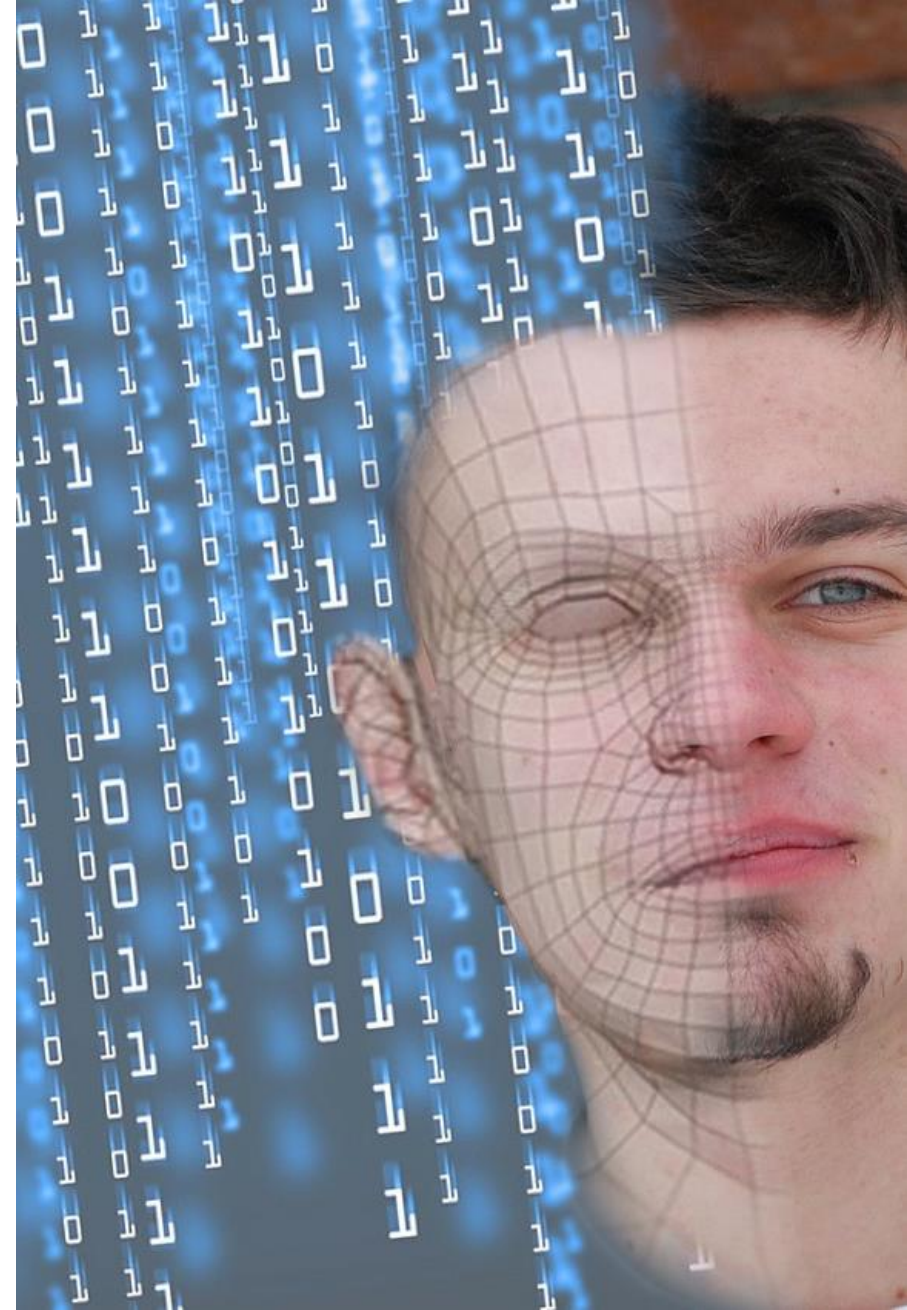
- Currently, new tools arrive nearly every day!
Understand which tools are out there for different purposes
name dedicated persons for market research.
- Get aware of how much complexity a single additional component adds to your event.
- Get aware of your event types, their specialties and name them.
- Find one key product as a technical basis for every event type you can identify.



Understanding IT

Look outside the box!

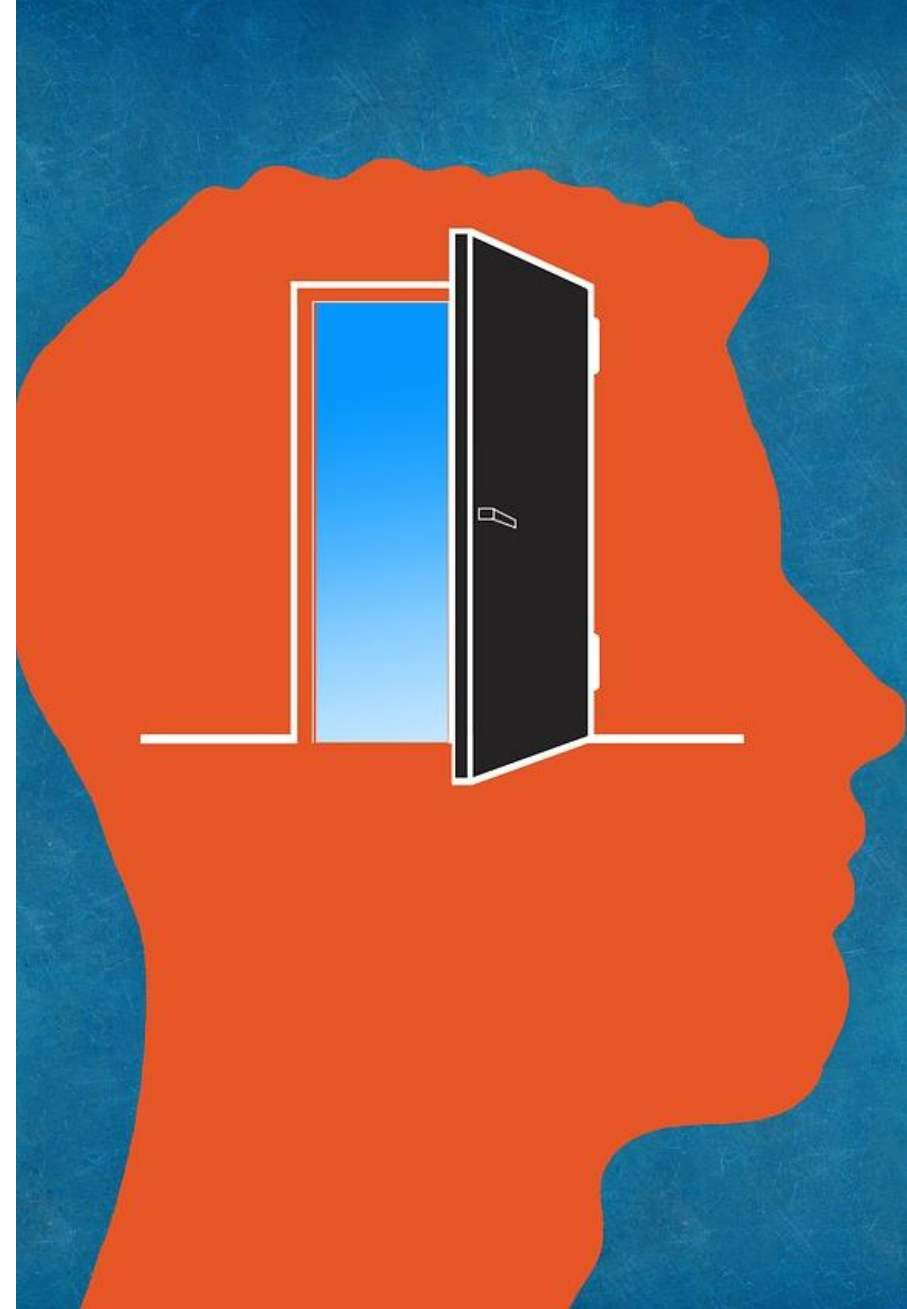
- Attend IT meetings (virtual or physical)!
Talk to the „Aliens“ (Software Developers)
- Make your personal digitalization!
Understand technology deeply by using it. You will never be able to evaluate something that you do not understand
- Get used to modern project management methods, like Agile, Lean and Canvas!
You may be surprised, but most of them have their roots in the management of IT or engineering projects



Reduce complexity

Question yourself

- Do you need every component for every meeting type?
- Measure the usage and success of every component in every meeting!
- Throw them out for the next meeting of that kind, if they are not used!
- Promote them to the client, if they are successful! Reducing changes in your system between events also reduces complexity.



Take the rough way

Don't even try the shortcuts

- You need to review solutions yourself!
- If you are not confident or capable to select the right tools, hire a consultant for this. This is well invested money!
- Use partner networks to gain knowledge! Pitfall: Knowledge does not replace experience – see the first bullet point.
- Share your knowledge. No one can handle this complexity all alone!



Make it simple, clean your list

Set your priorities

- Sort your scopes!
Must have, should have, nice to have
- Bring comparability to the max!
Define an evaluation matrix for your criterias
- Align scopes and criterias!
The lower the priority of a scope, the lower the allowed score for a criteria
- **In doubt: Skip a low prio scope instead of using a bad solution**



Make it simple, clean your list

Evaluation matrix example

Scalability / Registration	0	1	2	3	4	5	6	7	8	9	
Tool A	[Red bar]										
Tool B	1,000 – 10,000										
Tool C	[Red bar]										
Tool D	100 – 10,000										

Kind: People management system

Priority Registration: High, Minimum Score 6

Make it simple, clean your list

Evaluation matrix example

Usability / Registration	0	1	2	3	4	5	6	7	8	9	
Tool A	Green										
Tool B	Light Green										
Tool C	Red										
Tool D	Red										

Kind: People management system

Priority Registration: High, Minimum Score 6



Questions

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Resources

Find some software

<https://www.eventindustrynews.com/tag/event-technology>

<https://theirf.org/am-site/media/technology-in-offsite-meetings-and-incentive-events-full-paper.pdf>

Understanding IT, Software and Digitalization in general

<https://blog.bizzabo.com/technology-events>

Contact: sb@globit.com