

F R E E M A N

EVENT TECH

The Wizard shares his wisdom

Richard Reid, Freeman's
Digital Services Guru,
on how technology can create
meaningful event experiences

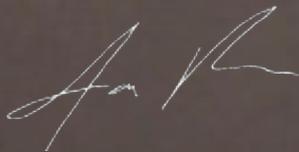
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In the world of event industry trends, technology is a necessity for creating impactful experiences. But what many technology vendors don't understand is that it's not the technology that creates impact; it's the people behind the technology and how it's used.

I'm excited to introduce Richard Reid, our VP of Digital Services. He's a Freeman Solutionist who develops and adapts technology to enhance experiences and engage people at events. Next time you're looking to wow your audience with a meaningful experience, consider working with Richard and his team – the people behind the technology. It could change the course of your event, quite literally.

Thank you,

A handwritten signature in white ink, appearing to read "Jim Russell". The signature is fluid and cursive, with a prominent initial "J" and "R".

Jim Russell
Senior Vice President of Sales
Freeman AV

event technology: the importance of being invisible.

"I love technology, but to me, it's a delivery mechanism. When used wisely, it integrates into the overall experience and engages an audience seamlessly. The technology itself – the 'how' – needs to be invisible."

This way of thinking may raise eyebrows coming from a technology wizard like Richard Reid, VP of Digital Services at Freeman, but unlike many tech experts, Richard and his team are driven by a higher purpose: to connect people in meaningful ways. "Technology certainly helps. In fact, it's a necessity. But like a wizard's wand, it's only powerful when it's in the right hands," says Richard. Not surprisingly, when clients ask him what type of technology they should use, Richard's response is cautious: "Let's first talk about the results you're looking to achieve."

The technology isn't what makes experiences meaningful. People do.

In the face-to-face industry today, the hot buzzword is experience. But what many technology vendors fail to ask is the deeper question of what makes an experience meaningful. To Richard, technology that intuitively adapts to your needs is meaningful. Technology for technology's sake is useless. There has to be a larger benefit. To that end, Richard's team designs, codes and programs their own digital tools. Working this way enables them to stay close to what's important to clients – and to solve problems before clients even know they have one, something rare in this industry.

Few organizations have the infrastructure, much less the brainpower, to design, code and program. But Freeman does. "When you use Freeman Digital Services," says Richard, "we manage the data layer – we integrate it seamlessly across all of our technology offerings, which ensures your success." The goal is to connect people in ways that are meaningful to them. The experience will be smooth because of the way it's designed, but more importantly it brings value to the user.

How so?

For an event manager, life is stressful. Constant updates and changes wreak havoc on the management of sessions and content. Freeman's Presentation Management alleviates the pressure by bringing everything together and streamlining the process. Changes need only to be done once – the system automatically updates everything for you. Peripheral tools like Freeman's Digital Signage also reflect changes instantly. So if a popular session reaches capacity, Digital Signs display links to the Freeman OnlineEvent platform. This allows immediate live streaming to another available room, or to mobile devices. Nobody misses the presentation. Plus, they can view it at a later date and time as well. Magically simple? Yes. Of course.

Richard Reid, VP of Digital Services
at Freeman. Some say he's a

wizard

because of the way he programs technology to be a discreet, magical back end to the experience.

From a speaker's perspective, content often requires last-minute changes. Presentation Management allows edits to be made up until the last minute without bottlenecking the process. Once the live session is over, speakers can instantly share their content through the Freeman OnlineEvent platform. As simple as this may sound, these Digital Services empower speakers and connect them to audiences in an unprecedented way.

An attendee at an event is looking for information that's relevant and meaningful to them. Digital Signage not only displays sessions and content descriptions, it tells them where to go and offers updates on what's

going on. If seating is at capacity in a session room, for example, they are immediately informed on where overflow areas might be. If you choose to make presentation materials available upon session completion, content can easily be accessed by the attendee's own mobile device, tablet or computer. Making presentations available this way enables attendees to have a more memorable experience, which means they'll get more value from having attended your event.

Technology itself is not the answer. It's how Freeman uses it that provides answers. Whether it's a large corporate event or a small association running its first show, the

Digital Services Suite is expertly and beautifully designed to create a seamless, integrated experience.

Next time you see Richard and his team at an event, assuming they're not wearing invisibility cloaks, ask them how they use technology to create experiences that engage audiences in meaningful ways.

Visit us at freemanco.com to learn more.

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SHOW UP & SHOW OFF

FREEMAN AUDIO VISUAL | DIGITAL SERVICES



Using Freeman's Digital Services allows you to turn your event into a meaningful experience. Visit freemanco.com/solutions/digitalservices to see how we can help you "show up and show off" at your next event.



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MANAGEMENT**



INTERACTIVE TECH



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