noodle live 2018 YEAR PLANNER

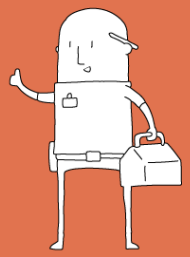
	MON	TUE	WED	THU	FRI	SAT	SUN	MON	TUE	WED	THU	FRI	SAT	SUN	MON	TUE	WED	THU	FRI	SAT	SUN	MON	TUE	WED	THU	FRI	SAT	SUN	MON	TUE	WED	THU	FRI	SAT	SUN	MON	TUE
JAN	1 New Years Day	2	3	4	5	6	7	8	9	10	11	12 MPI Global Forum	13	14	15	16	17	18	19	20	21	22	23 London Summer Event Show	24	25 Burns Night C&IT Corporate Forum	26 AEO Forums	27	28	29	30 Events Events	31						
FEB				1	2	3	4	5	6	7	8	9	10	11	12	13	14 BNC Event Show	15	16	17	18	19	20	21 Event Buyers Live	22	23	24	25	26	27 FRESH Conference	28 Event Production Show Confex						
MAR				1 Confex	2	3	4	5	6	7 Marketing Week Live	8	9	10	11 Mothers Day	12	13	14	15	16	17 St Patrick's Day	18	19	20	21 British Travel and Tourism Show	22 EVENTIT	23	24	25 Clocks Go Forward	26	27	28	29	30				
APR							1 Easter Sunday	2 Bank Holiday	3	4	5 Virtual Reality Show	6	7	8	9	10	11	12 C&IT Association Forum	13	14	15	16	17 Ticketing Business Forum (Ticketing Technology Forum)	18	19	20	21	22	23	24	25	26	27	28	29	30	
MAY	1	2	3	4	5	6	7	8	9	10	11	12	13	14 Experiential Marketing Summit	15 IMEX Frankfurt London Christmas Party Show	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	31 EVENT 360						
JUN					1	2	3	4	5	6	7	8	9	10	11 London Tech Week	12	13	14	15	16	17 Fathers Day	18	19	20	21	22	23	24	25	26	27 The Meetings Show	28	29				
JUL							1	2 London Venues Summit	3	4	5	6 Bank Holiday	7	8	9	10	11 BNC Event Show	12 ICE Day and Awards	13	14	15	16	17	18 BizBash Live Los Angeles	19 EWL Annual Exchange	20	21	22	23	24	25	26	27 Bank Holiday	28	29	30	31
AUG			1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17 Event Tech Games	18	19	20	21	22	23	24	25	26	27	28	29	30	31				
SEP						1	2	3	4	5	6	7 AEO Conference	8	9	10	11	12	13	14	15	16	17 EventWell18	18	19	20 Venus and Events Live	21	22	23	24	25	26	27	28 The Meeting Space Autumn	29	30		
OCT	1	2	3 Event Planner Expo New York	4	5	6	7	8	9	10	11	12	13	14	15	16 IMEX America	17 The Showman's Show	18	19	20	21	22	23	24	25	26	27	28 Clocks Go Back	29	30	31						
NOV				1	2	3	4	5 Bonfire Night World Travel Market	6	7 Event Tech Live	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27 IBTM World	28	29	30				
DEC						1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24 Christmas Eve	25 Christmas Day	26 Boxing Day	27	28	29	30	31 New Years Eve	

noodle live OUR TEAM'S TOP PICKS FOR EVENT TECH IN 2018...

1. NFC APPS

"I'm very interested in the ways NFC-enabled apps will impact live events and change the way we connect our mobile phone with the physical space around us. With an NFC-enabled app, you can simply tap your phone on an object in order to perform an action, such as paying for items with Apple Pay, or opening a website. For event apps, this means a whole new level of functionality and dramatic reductions to the cost of event tech systems."

Clemi - Head of Pencils



2. GROWTH OF IoT

"I'm watching the growth of the Ethereum Project really closely. Blockchain technology is about to become a huge disruptor in the industry. On another note, there is also likely to be a huge growth of connected products. With the internet of things, more and more of the objects we are surrounded by will start to connect to the internet. I'm expecting delegates to become increasingly familiar with connected products and to begin expecting their world to be responsive and interactive."

Glyn - CTO

3. DEEP LEARNING

"Deep learning is becoming incredibly sophisticated and I think it's going to become much more widely used in 2018. An increasing number of programs and machines are now being created with built-in learning structures that allow them to process data, analyse the results and react. At events, deep learning could be used to read footfall patterns in order to suggest methods of crowd control and numbers of refreshments needed."

Vicki - Head of Events

4. ARTIFICIAL INTELLIGENCE FOR PERSONALISATION

"AI is capable of processing information about your habits and behaviour in order to make suggestions about what you might do next. For events, AI offers loads of possibilities for personalisation of the event experience. I can imagine loads of potential for personal recommendations including sessions to attend, people to connect with and stands to visit."

Matt - Technical Manager

5. FACIAL RECOGNITION

"Facial recognition could be a huge help when it comes to gathering event feedback. Big advancements are being made in facial recognition software that offers emotion analysis to gather data about how people are feeling and responding. Goodbye event feedback forms - hello emotion tracking."

Kiarash - Event Technology Consultant

6. GAMIFICATION

"I've had so many requests for gamified event tech this year and it's one of my favourite projects to deliver. There are loads of fun ways to add gamification to your event apps or badging systems: create league tables, incentivise certain actions or create treasure hunts, all using the tech you're already working with."

Hannah - Senior Event Technology Consultant

7. AUGMENTED REALITY

"AR allows you to view the real world through your iPhone screen, adding elements that aren't there in real life. This year we teamed up with Zappar to create AR-enabled event apps. Imagine a digital treasure hunt around your event space with characters and hidden signposts to help you on your way. What a cool way to add a touch of magic to your event!"

Rebecca - Projects and Events Manager

8. BIG DATA

"I really think #EventProfs should pay attention to data! Big data offers a wealth of opportunities to help better analyse and understand how delegates behaved at an event. This could allow #EventProfs to make significant changes and improvements in future and in 2018, the tech to measure data at events is going to become even more accessible and affordable thanks to NFC event apps."

Lauren - Events Executive