

## Microsoft® Tag for Events

Link printed materials and physical objects to interactive and engaging digital resources

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## Introduction

Events come in all sizes, from large, multi-national trade conventions to neighborhood block parties. No matter what size your event, there's an enormous amount of planning, organizing, and coordinating involved, and event planners and organizers must ensure events go smoothly. If the end-to-end experience is not optimal or the event does not go as planned, exhibitors won't sponsor subsequent events and attendees will find other events to attend. And that's where Microsoft® Tag comes in.

Tag is a powerful mobile marketing solution that helps make the most of people's smartphones to bridge real-world event-related marketing and communications efforts—such as print, advertising, and signage—to digital resources.

With recognition technologies from Microsoft Tag—including Tag barcodes, QR Codes, and NFC URLs—event organizers, exhibitors, and sponsors can better connect to their audience by adding interactivity. The 2D barcodes can be printed, attached to, or displayed just about anywhere. When someone scans a Tag barcode or QR Code or taps an NFC touchpoint, it connects them to the digital experiences you've created, including mobile content, videos, music, contact information, maps, promotions, and more.

Microsoft Tag technology can help you raise awareness, prepare more efficiently, and create engaging experiences for your audience. Better still, it can help attendees plan their participation and stay informed before, during, and after the event.

This resource guide provides an overview of some ways you could use Tag in your next event. For simplicity, the sample scenarios are arranged in chronological order, from pre-event planning through post-event follow-up. In addition, the guide touches on the potential for Tag to help make events more "green."

By exploring the following Tag opportunities in detail, this guide helps event stakeholders:

- Incorporate Tag recognition technologies in pre-event advertising and for advance registration: Drive viral interest and registrations with interactive advertising, and streamline the event registration process
- Make the most of Tag opportunities throughout the event: Simplify onsite registration and entry procedures, build interest and excitement with Tag-based contests, make your event guides and maps more handy, put Tag barcodes, QR Codes, or NFC touchpoints on your signage and turn anything into an interactive portal, use it to track presentation interest and streamline follow-up, and help exhibitors to generate more buzz with less waste.
- Employ interactive, sustainable Tag technology for post-event needs: Help people stay in contact after the event ends by scanning Putting Tag recognition technology on attendee badges can help people stay in contact after the event ends by linking to networking and lead information. Make it easier to complete evaluations and provide comments. By employing these electronic methods, you can "go green" by reducing event waste and staying mindful of environmental impact.

The illustrations in this and other Tag resource guides help you understand some of what you could do with this exciting new technology. To view the examples in action, go to http://gettag.mobi on your smartphone, download the free Tag app, and then scan the enlarged Tag barcodes that accompany the illustrations.

## Using Microsoft Tag for Events

Microsoft Tag can provide a new and exciting way for consumers to interact with you, your brand, and your products. The technology helps provide a live link to mobile media, including web content, videos, music, reviews, maps, social networks, promotions, and more.

Using Tag barcodes, QR Codes, and NFC touchpoints in promotional activities can help widen your promotional campaign's reach, streamline processes for entry and fulfillment, and reduce or eliminate some printing costs.

Microsoft Tag technology helps make it easy for people to access and enjoy mobile content anywhere, at any time. When customers scan one of your Tag barcodes or QR Codes by using the camera on their smartphone, or tap one of your NFC touchpoints with their NFC-enabled smartphone, it links them to the digital experience you have designed.

An end-to-end solution, Microsoft Tag includes the following components:

- Tag barcodes, QR Codes, or NFC touchpoints that you can put on almost anything.
- The ability to pair NFC technology with your Tag barcode or QR Code so owners of NFC-enabled smartphones can participate in the fun.
- The free Tag app, the software that can be downloaded to smartphones. These include Windows Phone, iPhone, Android, Windows Mobile, BlackBerry, and internet capable smartphones that have cameras.
- The Tag Manager website, where you can create Tag's recognition technologies and use reporting and analytics capabilities that enable you to monitor and improve the effectiveness of your Tag campaigns.

 Organizations and individuals can easily create and mange Microsoft Tag online and generate several reports to track the scan rates for each Tag. For more information, see the Microsoft Tag Implementation Guide.

#### USING BOOTHTAG

Explore BoothTag, which uses Tag recognition technologies to make barcode scanning at trade shows easier, more like a game. With BoothTag, exhibitors sign up online and add their company information, then get a Tag barcode, QR Code, or NFC touchpoint to display at the show. While at the conference or trade show, attendees get points by scanning the items at different booths, which:

- Create personal engagement and connections between exhibitors and attendees through mobile technology.
- Generate value for attendees, exhibitors, and trade show producers with data reporting, contact information, and analytics.
- Drive traffic to booths with a scavenger hunt game.

To find out more about BoothTag, visit the website, fill out the form, and a representative will contact you with further information.

## Use Tag in Pre-event Advertising and for Advance Registration

Microsoft Tag can be a valuable resource for driving interest and registrations. By helping you transform pre-event advertising into interactive portals, Tag technology makes it easy for prospective event attendees to easily respond to your call to action.

Tag recognition technologies helps you drive people to your event's mobile site for more information and to register quickly. The same technology can be included in confirmation emails to streamline on-site check-in. Moreover, with a little creativity, you could use Tag as part of a promotion to encourage your event registrants to drive additional registrations.

## DRIVE INTEREST AND REGISTRATIONS WITH INTERACTIVE ADVERTISING

No event gets off the ground without a good deal of preliminary advertising. Using Tag can help event organizers create interactive advertising materials to drive interest among potential participants and add value to event sponsorships.

With Tag, any advertising you create can be interactive. All you need to do is incorporate a Tag barcode, QR Code, or NFC touchpoint into your advertising design. When interested prospects scan your Tag barcode or QR Code, or tap an NFC touchpoint—whether on a poster, in an ad, on a direct mail piece, or in any other context—they can quickly connect to a mobile site or watch a video that provides more information about your event and the value it will provide.

For example, put 2D barcodes on your promotional materials—flyers, posters, print ads, web pages. Attendees can scan the Tag barcodes or QR Codes with their smartphones or tap an NFC touchpoint with their NFC-enabled smartphone to view interactive content that drums up excitement, such as videos or interviews with attendees. They can then visit a mobile site to register and get event schedules and materials. Tie the site into social networks, so they can help spread the word.

You might also connect people to information about featured keynote speakers for a trade show or provide video trailers for a film festival. In whatever way you incorporate recognition technology into your pre-event advertising, people can easily save your links and media to review later and even share them with their friends or business associates. The possibilities are endless.

#### Make Event Promotion and Registrations Streamlined and Viral

With Tag technology incorporated into your pre-event advertising, event organizers can easily link to a web form to register. This can provide not only a green alternative to filling out a paper form and mailing it in, but it could also help you to convert your prospects' interest into commitment at the point when they are most inclined to act.

After people have registered for your event, you could include a Tag barcode or QR Code in their registration confirmation emails. The registrant can then scan the 2D barcode to save their registration information to their smartphone. They can also save instructions about how to use the information for VIP treatment at on-site registration to quickly move to the show floor.





Tag can help event organizers streamline event registrations by, for example, linking your magazine ad with your mobile site, as shown in this illustration.

Using Tag technology to help store the information on participants' smartphones can eliminate the need for people to drag around—or misplace—a printout of the confirmation email. It can also do away with the need to enter additional or identical information to complete registration and check-in when they arrive.

Because it's easy for people to save and share your links and media with colleagues, Tag increases the likelihood that those who register may help drive additional registrations. Event organizers can capitalize on this likelihood by turning Tag registration and sharing into a promotion in which, for example, registrants receive a special gift if they share the Tag barcode or QR Code and register others.

## MAKE THE MOST OF TAG OPPORTUNITIES THROUGHOUT THE EVENT

Tag barcodes have been integrated into print collateral takeaways, promotions, and print and digital signage at a number of large events. Users include the Consumer Electronics Show (CES), National Retail Federation (NRF), ESPN's X Games, Healthcare Information and Management Systems Society (HIMMS), Green Meetings Industry Council, and Mobile World Congress.

During events, you can use Tag to add value to check-in processes, event guides,

maps, signage, and more. Tag can also help track attendance and interest, and stimulate networking. Exhibitors can use Tag to put their booth signage to more effective use, and Tag can make contests more fun and effective. Event organizers, exhibitors, and sponsors can use Tag in a variety of scenarios.

Integrating Tag into event activities is easy and the opportunities to get creative are limitless

#### **Simplify Event Registration and Entry**

Typically, event participants register for an event, and have to check-in when they arrive. However, even if attendees haven't pre-registered using one of the Tag recognition technologies that links-to a mobile form, they can still use Tag technology to simplify check-in.

For example, the participant could scan a Tag barcode or QR Code on your registration marketing materials, link to a mobile web page, and enter their contact information. When they arrive at the check-in, they can scan another Tag barcode or QR Code to complete registration and then generate their badge and conference materials.

If participants register on a Tag recognition technologies-linked mobile page, you could include a confirmation number on the attendees' email confirmation and place a Tag barcode, QR Code, or NFC touchpoint in the arrival area so they can check in. Attendees would scan your "check-in" item and enter their email confirmation code, prompting the registration system to generate their badge along with information about where to pick up any related materials.





The simple addition of Microsoft Tag to your confirmation emails can help streamline on-site check-in.

#### Use Tag to Add Value to Name Badges and to Generate Leads

There are numerous potential uses for Tag on name badges.

**Encourage networking**: For example, you could add a unique Tag barcode or QR Code to each attendee name badge and encourage people to network by scanning each other's badges. For people who are new to recognition technology, the experience of using and learning something surprisingly beneficial about attendees can be eye-opening. You and your contact might form alliances and generate new ideas you'd never considered. Later, when those who've attended your event see Tag recognition technology related to future events, those items will be even more likely to catch their eyes and spark their curiosity.

**Create lead-generation tools:** You could also use personal Tag barcodes or QR Codes to transform name badges into lead-generation tools. Add them to attendee name badges and exhibitors can scan them to capture leads without collecting a single business card. Badges with Tag barcodes or QR Codes would also allow exhibitors to easily collect contact info in return for something of value to attendees (SWAG, contest entries, and so on.)

#### **Build Excitement with Tag-based Contests**

People love to play games and enter competitions. By using Tag recognition technologies in contests and promotional activities, you can help provide a new and exciting way for people to interact with you, your brand, and your product.





To help reduce waste, people could simply scan an event guide Tag barcode or QR Code placed on signage to access your online event guide easily and find information such as the speaker or session schedule for the day. With event information just a scan away, you might eliminate print guides altogether, which should appeal to everyone concerned about environmental sustainability.

While pre-event advertising is a necessary expense for event organizers, advertising in event guides is also, typically, a major source of revenue. Not only can Tag technology help organizers, sponsors, and exhibitors provide additional information to attendees, but the it can also help make event advertising more interactive, so it's easier for event organizers to sell event guide ad space.

Using Tag in event guide advertising offers a new way to drive traffic to booths and websites. You could create a Tag barcode or QR Code that links to a list of local businesses that offer a discount to event attendees. In addition, event guide advertisers may be interested in buying mobile ads. Organizers could incorporate the ads into the mobile experiences provided to potential attendees, who could in turn scan event guide Tag barcodes or QR Codes to receive the benefits.

#### Help Attendees Navigate the Event Venue

When you associate Tags with event schedules and directional signage, you make it easy for attendees to find out where the closest amenities are located, pinpoint the location of an exhibitor, or view the latest schedule of events.

Tag can also be a sustainable way to help people find their way around your event. With real time location (RTL), attendees can scan a Tag barcode to link to online directions from their exact location. Virtual maps provide the opportunity not only to save printing charges but also eliminate waste. For more information, see the Real Time Location guide.

Display Tag barcodes, QR Codes, or NFC touchpoints on signs throughout your venue to connect people to the floor plan. Tag's recognition technologies on maps can be a fun and interactive way to help people understand where they are in relation to your event's individual presenter and exhibitor locations. Clever organizers might even find ways to use recognition technology to help people find lost parties or synch up with the other people in their group.



Add interactivity and capture engagement by adding Tag to your printed advertisements.

#### Tag Your Signage and Turn Anything into an Interactive Portal

Add value for your participants by including Tag barcodes and QR Codes in posters, column wraps, banners, and other items. In addition to providing mobile event

registration, information, and helping attendees find their way around the event, you can also put Tag's 2D barcodes on your signage to link to advertising materials for sponsors and exhibitors.

Adding Tag barcodes, QR Codes, and NFC touchpoints can be an eye-catching way to put signage of any type to more effective use. For example, organizers and sponsors can take advantage of Tag technology to drive attendance to sessions or exhibitor booths, let people know where common facilities are located, make special announcements, or run a contest.

Tag can help create buzz for lead generation and promotions. Integrating Tag barcodes, QR Codes, and NFC touchpoints into signage can help drive traffic to exhibitor booths and reduce the costs associated with printed takeaways by connecting attendees to information that can be easily accessed, shared, and even saved for later.

#### Use Tag to Track Presentation Interest and Streamline Follow-up

It's extremely important to ensure that event activities are a valuable investment for organizers and attendees. Tag can help event organizers, sponsors, and exhibitors track and analyze attendance and interest.

For instance, event goers might scan a Tag barcode or QR Code to register their attendance at a keynote speech, seminar, or lecture. To encourage participation, scanning the Tag barcode can be incorporated into a contest (See "Build Excitement with Tag-based Contests" earlier in this guide). Later, attendees or the event organizers, presenters, or exhibitors could review attendance information for a variety of uses, such as to compose a trip report or to add or remove sessions that are more or less popular.

Exhibitors might provide a unique Tag barcode or QR Code with their demos or demo schedule. Scanning the item can allow people to add the booth or session to a list, which they could access later to review what they found interesting.

Tag can also streamline networking, follow up, and evaluations. For many speakers and presenters, it would be next to impossible to directly engage with every audience member. With Tag 2D barcodes, however, presenters can easily distribute their contact information and even add it to attendees' mobile device contact lists.





Provide detailed contact information with a simple scan.

Tag can also provide a means for presenters to collect attendees' contact information for lead generation or to fulfill a giveaway as a thank-you gift for sharing their comments. For example, if you plan to provide attendees with copies of a case study or book, you could save the trouble of shipping the items to the event by having your attendees scan a Tag barcode to leave key contact information and enable future fulfillment.

## HELP EXHIBITORS GENERATE MORE BUZZ, REDUCE WASTE

Gorilla PR can be a great way to attract people to a booth or session, and Tag can help you provide buzz sustainably. To help expand event sponsorship value, Tag barcodes or QR Codes can be added to advertising and sponsorship signage, banners, wraps, handouts, literature bags, and program and schedule ads.

Tag helps exhibitors and presenters put booth space to better use and reduce waste. When the crowds start coming, Tag recognition technologies can help make product information and takeaways interactive, extend brand experiences on materials and giveaways, and even make giveaways virtual and viral.

Additionally, Tag reporting and analytics capabilities can help people more easily see what is or isn't working so they can refine Tag-based campaign elements to be even more effective.

#### PUT BOOTH SIGNAGE TO MORE EFFECTIVE USE

With Tag, you can do more with limited real-estate and direct people to an unlimited, two-way, measurable experience to extend and enhance the conversation. Some examples of ways exhibitors might use Tag include the following:

- Put Tag barcodes, QR Codes, or NFC touchpoints in booths to provide additional information, show a video, or gather information
- Make a sale by linking to a mobile store where attendees can buy your book,
   CD, tape, demo kit, and more, even let them choose either to take the items with them or have them shipped later
- Collect comments with a Tag barcode that opens a mobile user interface where people can let you know what they thought of your exhibit
- Fulfill a giveaway later (perhaps as a thank-you gift for attendees' comments) by scanning badges with Tag barcodes that are designed to share contact information
- Have information or a giveaway sent on behalf of the show, or allow attendees' to opt in to allow exhibitors to contact them directly
- Take requests for further information to be sent later by email, or invite people to sign-up for future email, newsletters, and so on
- Promote a special offer such as a giveaway, ringtone, or contest
- Deliver a museum-like audio tour, and invite people to scan a series of Tag barcode or QR Codes, or tap NFC touchpoints to launch an audio or video hosted on a mobile site



Use limited booth space to greater advantage with Tag.



#### **Make Product Information and Takeaways Interactive**

The ability for Tag to make product information and takeaways interactive helps reduce the likelihood that collateral will be tossed in the trash can or recycling bin. However, with Tag, attendees can go to a booth, hear about the exhibitor's offerings. If they want more information, they can scan a booth Tag barcode or QR Code, or tap an NFC touchpoint and then enter an email address where they'd like to receive the follow-up material. In addition, because Tag recognition technology links your booth to digital media, the experience can be saved on attendees' smartphones for later consideration.

#### **Extend Brand Experiences and Make Giveaways Virtual and Viral**

Tag barcodes and QR Codes can be added to branded giveaways to encourage interaction and help extend your visitors' experiences with your brand. You might offer an exclusive giveaway or a free download by including Tag's recognition technologies in booth signage or advertising. Tag can also help drive attendees to your website, where they can enter their information for a free offer. Tag can do far more than just help you collect information for later contact. Instead of thousands of

giveaways that may go to waste, you could create Tag barcodes that connect people to downloadable content such as a mobile application, wall guide, game, or ringtone. If you make them easy to share, attendees can pass them along to their friends and colleagues virtually—and you could even see your SWAG go viral.

# Two Methods of Identification in Microsoft Tag Promotions

When you use Tags in promotional activities, the initial design consideration includes whether, how, and when the promotion participants will be uniquely identified. Microsoft Tag provides access to the Microsoft Tag Device ID, which is unique to the smartphone. In addition, you can configure your Tag's target destination site to collect participant's personally identifiable information (PII). Depending on the kind of promotion, you can configure Tags to collect both, one, or none of these components.

#### USING THE MICROSOFT TAG DEVICE ID

By design, each Tag app, the free scanner application that works with smartphones with cameras, can include a uniquely encoded Device ID. This ID can be included in the data stream when a Tag is converted to a URL so that promoters can identify the specific smartphones that are participating in specific promotions.

**Note:** Each encoded Device ID is specific to each smartphone and to the Tag creator's account. There is no unique Device ID that remains constant across separate Tag creator accounts. This design consideration helps ensure user privacy between different businesses and organizations that use Microsoft Tag technology.

To collect the Device ID, a URL Tag barcode (one that opens a mobile site) must be designed by creating the URL for the mobile webpage in the following form:

http://www.my-event.com/entry.aspx?device={!Deviceid}

This would be replaced during the scan with: http://www.my-event.com/entry.aspx?device=AUniqueEncodedDeviceID

In this manner, a Tag barcode can be designed to redirect to a web service that collects Device IDs after Tag barcodes are scanned and then entered into a database or redirected to a web-based promotional entry form.

To help facilitate fulfillment processes, the target web server for your Tag barcodes could be configured to collect the unique Device IDs to associate with the entries. Tracking Device IDs could help ensure that participants have completed a part of the registration process, if that is your intention. To do this, you can set up a server side process that will associate the Device ID with the contact information the user provides. Upon successful submission of the form data, the Device ID and user input are associated and can be saved as a database record or contest log entry.

#### PERSONALLY IDENTIFIABLE INFORMATION

Personally identifiable information (PII) for your Tag-based promotions can be collected by using entry forms. To collect PII, you can create Tag barcodes that, when scanned, direct participants' mobile browser to a mobile webpage where they can enter the requested information.

The "registration" format is useful when you want to collect user input such as contact information. The target web page can be designed to collect the consumer's full contact information or an email address or telephone number.

**Important**: Always make sure that you protect attendees' PII according to your privacy standards.

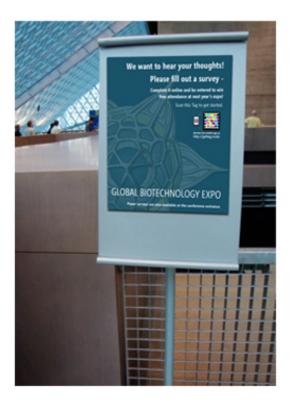
For information about using Device IDs and PII in contests or sweepstakes you might hold at your event, see the Microsoft Tag for Promotions resource guide.

Moreover, Tag barcodes might be used to collect follow-up information. Tag recognition technology on evaluation signage could link attendees and exhibitors to organizers' evaluation systems so people could easily share their opinions and comments about presentations, keynotes, exhibits, and more.

Linking to a system that feeds directly into your backend systems can reduce

costs related to manually re-entering the responses, eliminate errors that can be introduced in doing so, and provide fast access to the information gathered.

In addition, because Tag's recognition technologies can link to digital resources that can be saved to users' smartphones, evaluations can be completed even after people leave the event venue. You eliminate the need to mail evaluations to organizers or presenters later, and reduce the likelihood that uncompleted guide forms will end up in the trash can.





Link people to online evaluations via Tag and avoid the lost time and greater expense of rekeying responses into a back-end system.

## EMPLOY INTERACTIVE, SUSTAINABLE TAG TECHNOLOGY FOR POST-EVENT NEEDS

The potential for Tag technology to help people stay in touch with one another has been discussed throughout this guide. Not only can it be used as part of a networking icebreaker when included as an element on attendee name badges, but you can also include Tag barcodes and QR Codes on handouts and in presentations to easily add contact information to a person's smartphone.

#### Be More "Green" by Reducing Event Waste and Environmental Impact

Events can produce tons of garbage. Efforts to reduce this garbage can have a substantial impact. In recent years, a number of large municipalities have begun to require recycling in conjunction with special events. For example, in San Francisco, event planners are required to submit a plan for recycling when they apply for an event permit. Similarly, a New York recycling ordinance makes recycling in the city mandatory, including at all special events.

To help make any event more environmentally friendly, Tag provides event planners, sponsors, and exhibitors the ability to reduce waste by linking people to digital media rather than handing out—and later, throwing out—excess physical resources.

In addition, Tag provides the potential to avoid shipping large amounts of print collateral and some physical SWAG, so the costs of shipping before and after an event—as well as the impact on the environment—can be reduced.

## SUPERCHARGE YOUR NEXT EVENT WITH MICROSOFT TAG

There are endless opportunities for using Tag recognition technologies for events. Before your event, Tag can be a valuable resource for driving interest and registrations. During the event, Tag can be integrated into check-in processes, contests, guides and maps, and print and digital signage. Tag can also help track interest, streamline follow-up, and generate more buzz with a reduced amount of waste. Finally, Tag can make it easier to stay in contact following an event, and it can help organizers and exhibitors collect comments and evaluations.

Get started with Tag today, and make your events more interactive and engaging, more measurable, more effective, and more fun.

For information about using Microsoft Tag, visit http://tag.microsoft.com and the Microsoft Tag Implementation Guide.

For more ideas about using Tag for events, visit IdeaBook: Events.

For more information about using Tag in collateral, visit IdeaBook: Marketing Collateral.