



NOW IN ITS SEVENTH YEAR!

SUMMER 2010

EDITORIAL PLANNER

LEVERAGING THE VALUE OF TECHNOLOGY

FEATURES

Hybrid Conferences

When half your event attendees are here and the rest are scattered all over the country, how do you bring them together in a way that makes sense and won't break the bank? We explore one of the newest meeting paradigms.

If X + Gen Y = Success, What is X?

As generations evolve, it becomes more important to keep pace with current developments. We look at what it takes to keep Gen Y audiences interested, active, involved and supportive.

The Webinar Approach

We compare and contrast Adobe Connect and Webex, software tools for hosting conferences over the Internet called Webinars (Web-based seminars).

DEPARTMENTS

Ask the Expert

Forewarned is Forearmed

Planning today for tomorrow's extensive audiovisual and electronic meeting and event facilities requires complex homework. We demystify the audiovisual equipment contract.

Make Meetings Effective

The Technology of Language

In a high-tech world, we are often amazed by the speed, format and manner in which we communicate. However, there is clearly a lot to learn about the psychology of what we say rather than how it's transmitted.

Plus our other regular departments including Tech Talk, Speaking of ROI, Industry News, IMPACT Players and Funny Business.

All feature stories are subject to change.

OUR SPECIAL SUPPLEMENT – SPEAKING OF THE GREATER TORONTO AREA

With its endless attractions, accessibility, facilities and unbridled energy, Toronto has long been a meeting planner's dream come true. Appropriately labelled the "New York of the North," the Greater Toronto Area (GTA) boasts both the space and eccentricity of a cosmopolitan city while still maintaining a warm and friendly Canadian hospitality.

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