

the official newsletter of the pcma capital chapter

No more Notebooks! How Management by iPad is Revolutionizing the Onsite Experience

With the popularity of iPads and other tablets, savvy meeting planners are ditching heavy binders in favor of efficient electronic devices. For two meeting planners, switching to electronic specs has improved efficiency and dramatically improved onsite response time.

Paul Henning, President of Annapolis-based Conference & Logistics Consultants, switched to an iPad in January with much success. “Having all the meeting specs, vendor contacts and schedules, diagrams, contracts, and BEOs at our fingertips has definitely transformed our ability to manage meetings onsite,” said Henning. “Since we manage all our meeting details in a database, carrying that database around allows us to answer questions and resolve any issues on the spot. No more notebooks means never having to run back to the office to look something up.”

Cathy Chenevey, CMP, Senior Manager, Conferences and Special Events, AIAA, also made the leap to an iPad so that she would have the information she needed at her fingertips. “We’d take all the big binders on-site – but you could only carry so much with you at any given time, and it seemed like what you needed was always in the office. With the iPad, I can make changes and send the information right while I’m talking with the person.”

Both Chenevey and Henning make use of iPad apps and PDF readers to handle volumes of meeting information. C&LC’s database is built on the Filemaker platform, so FileMaker Go for iPad is Henning’s primary onsite tool. His team also uses Catch Notes to make notes on the go and GoodReader to view and annotate PDF copies of BEOs and diagrams. Chenevey has discovered that PDF Reader Pro meets all her needs. “Since I was used to manipulating things in Acrobat, it was an easy transition.” She also uses Quick Office Pro for Word and Excel documents, and is looking at iAnnotate for possible future use.

Because meeting managers always have something in their hands, Henning ordered hands-free iPad shoulder straps from Modulr. “I saw them on the Today show and figured if Al Roker can rock the iPad strap, so can we.” The innovative strap design allows Henning’s team to carry the iPad at all times, without the fear of dropping it, leaving two free hands to carry signs or other equipment without ever having to set down meeting materials. “At every meeting, at least one of our vendor partners tells me they are ordering one.”



To others considering trading your gigantic binder for an iPad, Chenevey encourages: “Just do it! It is great to be able to pull up a floor plan, mark changes on it, and send it immediately to the facility, AV, decorator, etc. There is so much out there that can be done with the iPad that I think we’ve only just started to scratch the surface.” •

Catch	https://catch.com/
Good Reader	http://www.goodiware.com/goodreader.html
PDF Reader Pro	http://itunes.apple.com/us/app/pdf-reader-pro-edition-for/
Quickoffice	http://www.quickoffice.com/
iAnnotate PDF	http://www.branchfire.com/iannotate/

—by Janeé Pelletier, MBA, CMP, Vice President, Conference & Logistics Consultants, Inc.

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