



Sandy Hammer

AllSeated founder Sandy Hammer has over 20 years of experience in the international events industry. She began as an entrepreneur establishing conferenceART, a company that produced corporate conferences, seminars, forums and brokerage events around the world for customers such as Orange Global, Telefonica and O2UK.

Leveraging her events background, she created AllSeated to revolutionize and digitize the event planning process. Her position allows her to pursue her passion for educating and advancing the industry, and she enjoys being a highly sought-after national speaker. Under her leadership, AllSeated has been featured on BizBash, in Grace Ormonde Wedding Style, She Finds and Los Angeles Confidential, among other high-profile media outlets.

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Topics:

- **Virtual Reality: An Accessible Game Changer in the Event Industry**
- **Scale Your Business Using Tech Solutions**
- **2018 Event Tech Trends that Will Transform how you do Business**

Virtual Reality: An Accessible Game Changer in the Event Industry

Virtual Reality is the future of event venue sales. One day soon, instead of traveling around the world to expos and presenting your portfolio on an iPad, you'll promote your property by giving personal, VR tours. You will transport prospective clients instantly to your site and walk them through the best features as if you were taking them through the actual property in person. In this interactive session, we'll discuss the history and evolution of Virtual Reality in this session, and how it is positioned to be a major game changer in our industry.

- How Virtual Reality evolved and why big brands are investing billions into it
- Which pain points VR addresses, how it helps convert sales, and how it will help you stand out from your competition
- How to access VR for your company

Scale Your Business Using Tech Solutions

Did you know that the tech solutions exist today to make your small business seem larger than it is? Through the use of apps, a business can maximize its efficiency – 20 people, for example, can operate as if they were 80. Choosing tech solutions that are right for your company can save you time and money and help you take your business to the next level. We'll discuss available technology and how to choose what's right for you.

- What technology is available now and what we anticipate seeing in the future
- Which solutions you can apply to make your company appear larger than it is
- How to use technology to operate as efficiently as a larger company
- How technology can address pain points that could be holding your company back

2018 Event Tech Trends that Will Transform how you do Business

Technology is transforming the events industry. There are apps and programs to address practically every pain point of being an event pro. Whether you're struggling with getting quick approvals on proposals or collaborating with a destination client to visualize a space, technology offers something to help you work more efficiently and effectively. This fast-paced session will ensure you're staying on top of the tech trends that influence our industry and finding and applying the best solutions for their businesses.

- What kind of technology is available right now to help manage your business
- How event pros are applying tech solutions to give their businesses an edge
- What to expect from technology in the future
- How you can utilize available technology to address pain points specific to your event business