bXb™ Online. | Business Events. Scaled Up.

bXb Online – The Network FAQ's

What is the core purpose of bXb Online – The Network?

The Network is a community platform, built for and by the event marketing industry. It is a place online, organized by industry channels, so professionals can go to their channel or ones in which they have interest, and experience the best content available in their industry. Most of this content will originate in face-to-face events, and be made available live and on-demand.

The Network will take only the best of the best content in business – principally face-to-face event content – aggregate that content through a relevant channel strategy, and make it readily available to global audiences.

The Network will scale the impact of event marketing on a global basis through the aggregation of content and communities who want to experience that content individually and with each other – online.

What organizations are collaborating on The Network toward its development?

As an industry Network, industry organizations are important to the development process. American Society of Association Executives (ASAE), International Association of Exhibitions and Events (IAEE) and Professional Convention Management Association (PCMA) are charter industry organizations working with bXb on development of the model for the Network. Their alignment with bXb is in principle and good faith as they see the extraordinary opportunity this model presents to the industry. We will move to execute definitive agreements near term. Additional industry organizations will be announced in 2012.

INXPO is a technology partner of bXb to ensure that the Network is open and robust in its infrastructure and completely open to the entire industry so virtually any online event from any technology provider can and will be featured on the Network.

Why should my organization participate in the development of The Network?

There is a core group of people in the event marketing and adjacent industries who are putting the energy toward the development process. From there the Network will launch and build over time.

bXb leadership was fortunate to work with Fox Broadcasting Company (FBC) in the early 90's. At the time Fox was comprised of just two days of evening programming. It had no sports division, no news division and certainly no online presence. Most of the broadcast industry dismissed FBC as an overly ambitious initiative to launch a "fourth network".

Over time it grew into a global organization with thousands of individuals and organizations. At onset however it had a relative few people and organizations involved in its development. It was very hard work and carried a ton of risk in many cases.

But enormous personal and financial reward many times follows risk, when done right.

As an individual or as an organization, if you are compelled to contribute your time in this development process, as many to date have already done, then the first nine months of 2012 especially will be an important time to do so. While many structural decisions are made, there are many more decisions to be made, some of which will no doubt have major impact on the success of the Network.

Is bXb Online only seeking input from people currently hosting hybrid or online meetings?

No. <u>This Network is being built for the entire industry</u>. And the vast majority of organizations in the industry have not yet deployed a material online line event strategy in their businesses.

We are seeking input from the entire event marketing and related industries. We especially want input from those individuals and organizations not currently deploying an online event strategy. This Network is especially built for those organizations.

How can I provide my input and feedback on the Network?

Input and feedback will be encouraged and delivered in the following forums:

Physical Events: Face-to-Face Feedback Forums (F4). F4 sessions will be established in Chicago, Washington, DC, New York City, San Francisco, London, Frankfurt and Barcelona in 2012. Dates will soon be published on the home page of ASAE, PCMA, IAEE and bXb Online websites. F4 sessions will be structured as half day sessions. All sessions will be hybrid events so you can participate in the physical event or online as you see appropriate.

Online: Feedback can be shared at www.bxbonline.com/blog, while conversation will be encouraged within Twitter @bXbonline, and periodic questions and discussion topics will be posted in discussion groups on LinkedIn, including Virtual Edge, ASAE, PCMA, IAEE and TSNN. The entire industry will be encouraged to participate.

One-to-One: If you are not an active LinkedIn participant, or otherwise prefer one-to-one communications, please send a note to thenetwork@bxbonline.com and we will reply to your request or simply review your input as you see fit.

Will I be able to see other participants' input?

Yes. Most especially the F4 sessions will be entirely open and all views, opinions and ideas are encouraged.

We will, of course, ensure that all input published is professional and representative of the intent of the initiative.

How many industries will be represented in the Network?

The Network will start with a core industry channel or channels, most likely not more than four. It will then grow to many industry channels over time.

When will the Network be ready for organizations to join and utilize?

While the Network will be in pre-production through most of 2012, organizations can show interest in including their event content on the Network at anytime. Many organizations that have been close to the development process to this point in time already have. This feedback regarding your initial interest will prove helpful as we develop our channel strategy.

What kind of security features are there in the Network? How will I know my organization's events will be secure?

Your events as they are made available online, and more specifically on the Network, will be entirely secure on the Network. Our technology partner INXPO is entrusted with the secure events of many of the world's most notable brands, including the Department of Homeland Security.

All security protocols will be developed to ensure the Network as a channel between your events and your online attendees is entirely secure, and yet open in its structure to the extent you want as many online attendees as will be interested in the content of your event.

How would the Network support my association's membership marketing programs?

The Network is being built to aggregate the best industry content and community members with like interests in a variety of industry channels. Your membership, or more broadly your industry, should be more engaged with your association and more specifically the content your association delivers in its face to face and online events. The Network will be there to deliver a wider audience given the participation of other organizations and individuals in your industry on your industry channel.

There are of course many specific ways in which the Network will favorably impact your marketing program. That is what the balance of our development process will in part be about. We will identify the highest impact/lowest costs ways in which to favorably impact your program.

If/How might The Network support a corporation's communications program?

Internal corporate communications not meant for the general public are not meant for inclusion on the Network. bXb, however, is establishing separate private Networks for these corporations with channels established along product lines, divisions, or geographic regions.

External communications which are meant for a corporation's customers are very possibly a candidate for inclusion on an industry channel or channels if the corporation's products/services are relevant to all -- or a subset of the subscribed attendees on those channels.