

ORLANDO, FL, October 06, 2013 **/24-7PressRelease/** -- Join etech events as they present a 30 minute session on what technology can do to make your event is the best that it can be. The session will be presented by Kathleen Smith, marketing manager for etech events, and will help you to better understand event technology and what it can do for your event. The attendee will learn about what technologies would best be suited for them and leave with all the applicable knowledge to make the right technological decision for their next event.

"There's a growing discrepancy between the rate of new technology adoption in the consumer technology arena and the event technology arena," said Cliff Ferris, general manager at etech events. "It's our goal to help educate our industry on what can be achieved by bringing together any number of platforms like digital signage or traditional audiovisual and then using that network as a vehicle for moving digital content like advertising, social media or informational takeaways that our customers can then use at their next event. "

An example of one piece of technology that is paving the way for technological integration in the home is the Google Chromecast. "The ChromeCast is the perfect example of how adding a little bit of intelligence and WiFi connectivity can instantly make a piece of legacy AV equipment your television - into a canvas for digital content from the web," said Kathleen Smith. "This is a very, very simplified metaphor for the shift we believe the meetings and events industry will see in the near future. Gone are the days of PowerPoint digital signs...now, you can expect to see live social media, advertising and personalized content experiences onsite at meetings."

etech will be giving away one Chromecast at the event.

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etech is an event technology integrator. Our experts design and deploy solutions that enable digital communication throughout your event by leveraging both traditional and emerging technologies.

By utilizing core systems like AV, networked Digital Signage and connectivity and WiFi, we can build the foundation of a smart event. From there, we can integrate and manage technology partners whose solutions will complement your event's strategy and enhance the delivery of your message.