MIT RESEARCH SYMPOSIUM ON THE

Convention of The Future

The Convention of the Future symposium aims to help accelerate industry technology innovation, given present performance and future trends for the convention, exposition and meeting industry. This invitation-only event is convened by Massachusetts Institute of Technology and sponsored by the Massachusetts Convention Center Authority.

May 21, 2003	*MIT/Boston Convention and Exhibition Center (BCEC)*

07:30 am   Continental breakfast at MIT

08:00 am   Welcome

Gloria Larson, Chairman of the MCCA Board of Directors

08:15 am   ***Framing the Opportunity***

Peter Bassett, MCCA Board Member and Technology Committee Head

08:30 am   ***Panel One – Shape of Things to Come:*** *Options for the convention, exposition and meeting industry*

Moderator: Thomas Piper, Principal Research Scientist, MIT

- What is the Convention of the Future?
- Is the status quo sufficient to attract the audience of the future?
- What does the research evidence indicate about industry trends?
- Do current technology standards and infrastructure support needs?
- Can the BCEC serve as the test bench for industry productivity gains?
- Can new technology make the world the building and vice versa?
- Passkey, Expedia, Hotels.com -- has innovation peaked?

Participants: Charles C. Greco, Senior VP, Gartner: Michelle Mason, Vice President, Research Programs, American Society of Association Executives Foundation; Julie Jones, APEX Project Director, Convention Industry Council; Paul Dykstra, President & CEO, GES Exposition Services; Greg Pesik, President & CEO, Passkey

09:45 am   Break

10:00 am   ***Reference Project -- Traffic Control for the Convention Floor:*** *Any object-anywhere operations management*

Presenter: Sanjay Sarma – Chairman of Research and Co-Founder, Auto-ID Center, MIT

- Adaptation of radio frequency identification (RFID) to control the convention floor would vastly improve productivity and provide major savings. RFID allows the convention center building to identify all objects within it anytime-anywhere, employing an entirely new class of electronic tags, readers and network software to manage components ranging from exhibit booths to the trucks and containers in which they are shipped.

11:00 am	***Reference Project – The Visitor's Channel:*** *Streamed and asynchronous video to create an industry news and information channel*

Presenter: David Mycue – Principal Strategist, Digital Technologies and Head of Streaming Operations, MIT

- Adaptation of new multi-media technology would allow simultaneous and/or asynchronous video streaming to create a news and information channel, distributed over the Web, satellite and cable; accessible from devices ranging from personal digital assistants to large-scale panel displays. The channel would support advertising to generate revenue.

12:30 pm	Transit to Boston Convention and Exhibition Center
01:30 pm	Box lunch and BCEC Tour
02:30 pm	Transit to MIT
03:00 pm	***Panel Two -- Architecture of the New Learning Environment:*** *Learning is a life-long enterprise, increasingly supported by technology -- How might the convention, exhibition and meeting industry benefit from the lessons learned at research universities*?

Moderator: Vijay Kumar, Assistant Provost and Director of Academic Computing, MIT

- What lessons from higher education open architecture technology can be shared with industry to support innovation in learning management?
- What Alliance for Continuing Medical Education service needs can be addressed by this technology?
- How can new network services improve communications before during and after a major event, creating "communities of interests?"
- Does the advent of mobile network services herald a new IT development cycle?
- Would a research university home base help industry sort out competing claims and position it to make better technology choices?

Participants: Marcia Jackson, President, Alliance for Continuing Medical Education; Robert Cowan, Vice President, Finance and Technology Solutions, Professional Convention Management Association; Scott Tetrick, Principal Engineer - Desktop Platforms Group, Intel Corporation; Rick Hutley, Managing Director, Internet Business Solutions Group, Cisco Systems

4:30 pm	***Reference Project -- Digital Way-finding:*** *Navigating the City and the Convention*

Presenter: Joseph Ferreira, Director of Planning Support Systems Group, MIT

- The common-services architecture that facilitates learning management, floor traffic control, and the "Visitor's Channel" could enable efficient location-based/convention specific services, running on attendee cell phones and PDAs.

06:00 pm	Reception at University Park Hotel @ MIT

May 22, 2003   *MIT*

8:00 am   Continental Breakfast at MIT

8:30 am   Welcome -- William J. Mitchell, Academic Head of Media Arts and Sciences, and Dean of the School of Architecture and Planning, MIT

8:45 am   *Reference Project -- Learning Machine (Keynote and moderator: Jeff Merriman, Project Leader, Open Knowledge Initiative, MIT)*

- New learning management applications can be adapted to the convention, exhibition and meeting industry. These applications would greatly extend the quality and range of information management, while helping to create permanent convention, exhibition and meeting "communities of interest." Common services architecture permits bundling emerging technology with legacy applications to produce significant savings.

9:45 am   *Panel Three -- Industry/MIT Consortia: Would a Convention of the Future Consortium bringing together industry, technology company and MIT resources, promoting innovation?*

Moderator: Thomas Henneberry, Assistant Director, Office of Sponsored Programs, MIT

- What is an industry/MIT consortium?
- How might an industry/MIT consortium help speed industry innovation?
- What industry segments should be at the table, offering the best hope for achievement?
- What business model might be the best response to industry conditions?
- Does consortium success feed confidence and help support industry-wide advancement? Nationally? Internationally?
- How might a technology company like Microsoft respond to the opportunity?

Participants: Alynne Hanford, National Sales Manager, Groups and Company Meetings, American Airlines; Steven Hacker, President, International Association for Exposition Management; David Verrill, Executive Director, e-Business Center, Sloan School of Management, MIT; Kevin Ashton, Executive Director, Auto-ID Center, MIT; Paul Oka, Director, MIT/Microsoft Research Alliance, MIT.

11:00 am   Closing Remarks

James Rooney, Director of Development and Construction, MCCA