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<u>**Overview**</u>
The first ever Event Camp in the Middle East (ECME12), the second of 2012 and the 11th in the series of Global Event Camps was held in Dubai, Bahrain and online to a worldwide audience.

This Event Camp, like others before it, is a gathering of Event Professionals to discuss latest trends and technologies in our Events Industry. We gathered a total of 60 attendees in Bahrain, 20 in Dubai and 108 total online attendees.
We had two speakers in Bahrain presenting at the Alayam Media Centre; Josh Dry and Ali Sabkar. Three speakers in Dubai presenting from Satellite Visual Communications in Silicon Oasis; Ajay Bojwhani, John Quinn and Husan Jandal.
The International speakers online were Liz King, Paul Cook, Ruud Jansen and Corbin Ball.

In the spirit of the sharing and open nature of Event Camps all speaker videos, their slides and online audience statistics for each are available under each of their bios on the Agenda/Speaker page.

The Organisation Committee consisted of Josh Dry (ShowGizmo Marketing Executive), Megan Macleod (Warren Macleod), John Quinn (Satellite Visual Comminucations) and John Robins (Newzpoint). We were supported by our sponsor's eTouches, KSDi, Social Media Club Bahrain, ComGroup, Sydney Convention and Exhibition Centre and XXX.

<u>**Registrations**</u>
Registrations were able to be lodged the day before AND on the day due to allowing people to sign up and gain access instantly.
We were lucky enough to have our Website and Registration sponsored by eTouches and thus use their amazing system for both of these processes making things completely seamless. As with events of this type there are always a lot of changes and being able to make these easily in the eTouches system was great.

In Bahrain as we had teamed up with the Social Media Club and their 14-day event the Social Media Masters Forum, we were able to leverage off their registrations and have the Camp on the last day of their 14 day forum.
Keeping online registration Free is something we felt strongly about to help get as many people online watching as possible.

Sustainability

Being a hybrid event, ECME12 saved on the costs and carbon emissions of having to fly in these International Speakers or the in-room attendees in Bahrain or Dubai. Also, by being a paperless event, we had no printing costs and no paper thrown away at the end of the event.

Attendees both online and in the room benefited form having the use of the Event App ShowGizmo to connect with attendees, speakers and sponsors electronically as well as submitting their feedback, which allowed for us to have all results and reports already generated in digital form.

Technical

The head of our technical side John Robins of Newzpoint provided his amazing system for use at ECME12. The streaming was headed from Dubai. Remote Speakers were able to log in to the system where their slides had been uploaded and allow those watching to see their face, their slides or both on a split screen. Our speakers who have all used similar technologies were blown away with the system and Ruud Jansen who was also presenting on the theory of Hybrid Events was amazed with its ease of use via the speaker dashboard.

It is easy to say that this event would not have happened without the efforts of John Quinn and his Newzpoint team. His technical expertise and sponsorship of this system were invaluable.

Issues

The first issue came when on the day two hours before the start of ECME12 we were alerted to the fact that Sydney had had a powercut across the whole city - no power or internet. We put them on standby as we had no idea how long this would be.
From Bahrain we made the call that Josh Dry would move into this position to cover for the Sydney Panel, still hoping power would come back on and we could still stream out live from Sydney later in the day. However, with the time conversion Sydney would only be able to present within the first half of the day as it was fast approaching night time for them. Having moved Josh into this position, we were not ready to stream out of Bahrain at this time. Our technical team on the ground tried to get ready in time and having to stick the schedule to not lose our online audience Josh presented without his slides being broadcast online despite the efforts to get them up as soon as possible (which eventually happened with 10 minutes remaining). There was also an audio hitch for the first ten minutes of this presentation (also why we have all speaker presentations filmed an available on the website afterwards).

In-room in Bahrain, after three days of testing before hand and Megan Macleod trying every venue across the country for enough upload bandwidth, we were confident things would work after putting in a dedicated line. However, on the day, due to the interference of people in the room and their use of another Wifi connection, we were struggling to receive a feed. This resulted in us needing another cable to hook directly

into our laptop that was receiving the feed from online and presenting this in room.

Having the speakers test the system and having their slides loaded in pre-event was necessary for this event, however Liz King was unable to do so and sent her slides in on the day (which were lucky enough to be loaded by John Robins), while we were live we were able to get Ruud Jansen into a Google Hangout with Liz King to run her through the Speaker Dashboard during the event so that she was able to present effectively (thankfully to us all and the appreciative in-room Bahrain audience who picked Liz as a crowd favourite).

We also had a speaker who was unable to present. The speaker was very late upon arrival to Dubai and thus Paul Cook moved into his speaker slot. Again having to move the schedule and re-upload Paul Cook's slides. Josh was in communication with Paul across Twitter and thankfully he too was able to present effectively.

Tips for next time
Having Newzpoint our streamers in each location is a must. John Robins was able to instruct our in-room technicians on what they needed to be doing and how to do it but for next time we would ensure that the same streaming company was in charge of all technical and on location in each room.

The audio in Bahrain was not perfect; we were informed late in the piece we had bass heavy speakers that were not ideal for speaking. We also began a discussion into having speakers on each table, and these soon became wireless speakers on each table. Another facet of this was to have a laptop/ or screen on each table allowing for easy viewing. The large projector was great and we would still recommend this but having the table screens also.

Having all speakers test the system well in advance. Having their slides, bios and widescreen photo well in advance. As well as testing uploading and downloading of audio and visual in each location well in advance and again with supervision of the streaming providers.

We also had a Social Media Concierge in each room liasing questions from Twitter back to each speaker in the rooms however, the online speakers had to monitor this themselves. Having an online MC would also work for introducing and thanking the online speakers as well as addressing the online audience and informing them of breaks and online speakers directly.

Conclusion
All in all we believe it was a successful event. For the first Event Camp Middle East, organised by four willing participants and amazing sponsors for no budget.
We thank everyone who committed his or her time and effort to make this event happen. We aimed to provide an insight into the latest event trends for those in the Middle East and we believe we have achieved this. We will be back for Event Camp Middle East 2013 and we will be aiming to make this bigger and better.