Web 3.0 and Generative AI

Is this Cloud 9?

Evolution of Biometric Data

Living in a Digital World

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elevate

Web 3.0 and Generative AI
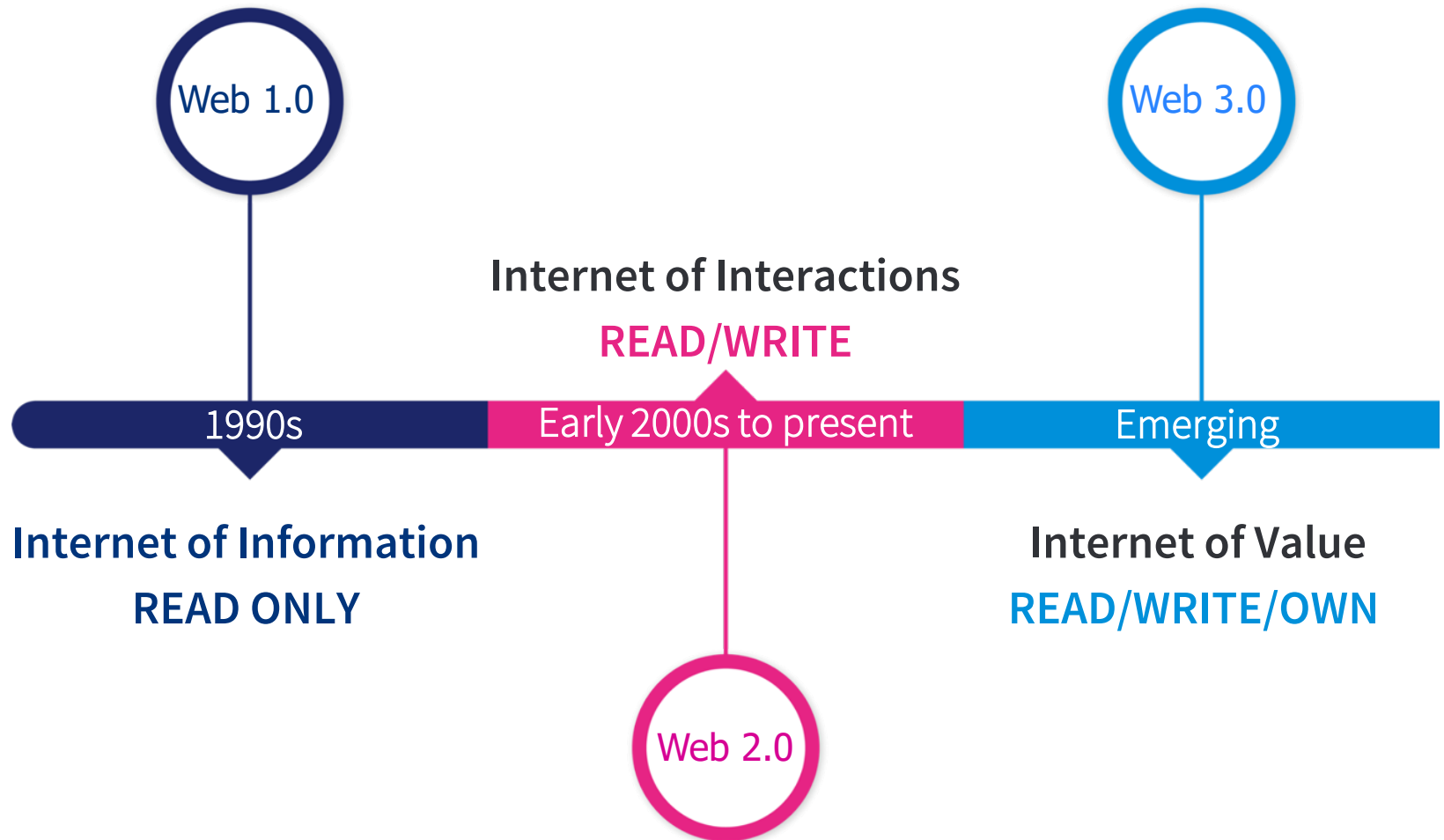
What is Web 3.0?

ChatGPT: next stage of the internet that's more intelligent, personalized, and interconnected. It's like a smarter and friendlier internet that understands you better and can help you find what you need faster.

✓ Smarter…Intuitive

✓ Personalized

✓ Interconnected…Reliable

✓ Secure and Trustworthy

…Like a helpful digital assistant that knows you well and can guide you through the online world more efficiently.

How did we get here?

Web 1.0

Internet of Interactions
READ/WRITE

Web 3.0

| 1990s | Early 2000s to present | Emerging |

Internet of Information
READ ONLY

Internet of Value
READ/WRITE/OWN

Web 2.0

Digital headlines a year ago

Blockchain	Cryptocurrency
Metaverse	**NFTs**

Web 3.0

Based on decentralized ownership, where users can control and profit directly from their own data and content

- Permissionless
- Native Payments
- Individual Empowerment

Headlines today

Blockchain

Cryptocurrency

Metaverse

NFTs

Generative AI

Copilot

Ace

Taskade

Midjourney

Bizplan

Bedrock

Claude

TextFx

Sensei

ChatGPT

DALL-E

Meetgeek

LivePlan

Heygen

Blue Willow

Cody

Bizway

Bard

Aify

Upmetrics

Aidaptive

Jasper

ChatGPT Web 3: Write a Summary for Events Professionals

Title: "Web 3.0: Transforming Events in the Digital Age"

Introduction: Web 3.0 is poised to revolutionize the events industry, offering innovative solutions that can enhance engagement, security, and efficiency in event planning and execution. Let's explore the key components of Web 3.0 that are relevant to event professionals:

1.Blockchain Technology:
- Blockchain, at the core of Web 3.0, ensures secure and transparent transactions and data management.
- It can be leveraged for ticketing, enabling fraud-resistant digital tickets and authenticating attendee identities.

2.Decentralization:
- Web 3.0 promotes decentralization, reducing the need for centralized event platforms and intermediaries.
- This can lead to fairer revenue distribution and greater autonomy for event organizers.

3.Smart Contracts:
- Smart contracts automate event-related processes, such as vendor payments, sponsor agreements, and refunds.
- They can streamline event logistics and reduce administrative overhead.

4. Ticketing and NFTs:
1. Non-fungible tokens (NFTs) can represent unique event tickets, collectibles, or access privileges.
2. This creates a new dimension of exclusivity and collectibility in event experiences.

5. Data Ownership and Privacy:
1. Web 3.0 empowers attendees to own and control their event-related data.
2. Attendees can choose to share data with organizers while maintaining privacy and consent.

6. Interoperability:
1. Interoperability across different event platforms and ecosystems allows for seamless data sharing and integration.
2. Attendee information can flow securely between ticketing systems, event apps, and marketing tools.

7. Enhanced Engagement:
1. Web 3.0 technologies enable immersive experiences, including virtual and augmented reality (VR/AR).
2. Attendees can interact with events in novel ways, fostering deeper engagement and interaction.

8. Digital Identities:
1. Attendees can establish digital identities that persist across events.
2. This simplifies registration processes and provides a consistent user experience.

9. Secure Transactions:
1. Cryptocurrencies enable secure and efficient payment methods for event registration, merchandise, and more.
2. Attendees can make transactions without the need for traditional payment processors.

10. Sustainability:
1. Web 3.0 can support eco-friendly events by reducing the need for physical resources like paper tickets and flyers.
2. It enables carbon offset initiatives and transparent reporting on sustainability efforts.

Conclusion: Web 3.0 presents exciting opportunities for event professionals to innovate, offer more secure and engaging experiences, and enhance attendee satisfaction. As the events industry embraces these technologies, it can lead to more dynamic and sustainable events in the digital age.

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Streamline

Exclusivity

Privacy

Engagement

Experience

Sustainability

GenAI

General

- Content
- Productivity
- Education

Events

- Guest Assistance
- Personalization
- Marketing

Blockchain

General

- Secure Data Access
- Tokenization
- Trusted Consensus

Events

- Payments
- Individual History
- Metrics

NFTs

General

- Airline Tickets
- Rewards
- Membership

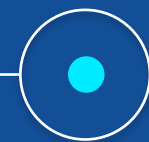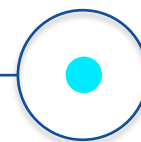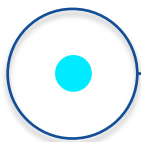Events

- Loyalty
- Recognition
- Access Control
- Ticketing

Metaverse

General

- Brand Engagement
- Accessibility
- Education / Reach

Events

- Virtual Tours
- Booth Extension
- Add-on Experiences

Exercise

Silent Auction

Share the paddles and bounty to place your bid.

Highest bid leaves with ownership of a one-of-a-kind memento from Elevate!

BID

TED TRAVELS
Thrill Ridin'

elevate

BID

TED TRAVELS
19th Hole

elevate

BID

TED TRAVELS
Serenity

elevate

BID

TED TRAVELS
Keep It Open

elevate

Cloud Data Sharing

Is this Cloud 9?

Enhanced Capabilities with Data in the Cloud

"Cloud isn't simply someone else's datacenter. It's no less than a revolution... it helps companies build IT ecosystems that are secure, safe, available, reliable, and resilient."
  -from Deloitte Podcast on Cloud

"Now that I'm the Big Dog, I want really Big Data."

https://www.alamy.com/stock-photo

*"Nearly every enterprise has many on-premises **and cloud-based** data silos they struggle to bring together.*

"The exponential increase in available data in the past 10 years has outpaced the improvements in legacy data warehouse solutions for on-premises..."

Bob Muglia (CEO, SnowFlake)

- 200 ZB of data will be stored in the cloud by 2025
- **60%** of the world's corporate data is stored in the cloud

2023 Stats - https://explodingtopics.com/

Milestones in Data

Cloud Computing	Real Time Processing		Big Data & Data Lakes	

2006: Amazon launched AWS, offering scalable data storage and computing power

2009: Apache Kafka was developed for real-time data processing and streaming.

2012: Introduction of SAP HANA, an in-memory database

2010's: Emergence of specialized analytics tools like Tableau, Power BI.

2010's: Development and adoption of Data Lakes for storing raw data in native formats.

Machine Learning Frameworks	AI and Big Data	Edge & Quantum Computing

2010- 2014: Development of ML frameworks like TensorFlow and PyTorch.

2012: Increasing integration of AI techniques with Big Data for advanced analytics and automation.

2018: The rise of edge computing to process data closer to where it is generated.

Now and Beyond: Research into quantum computing as a future avenue for data processing.

Implementation of GDPR: General Data Protection Regulation in the EU, affecting data storage and processing globally.

Exercise
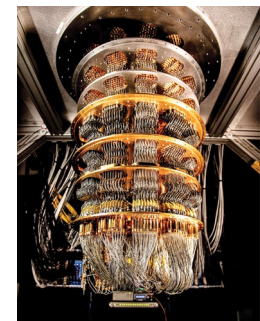
Pass the Baton

Starting at one end of the table, fill in as many rows of the data grid as you can.

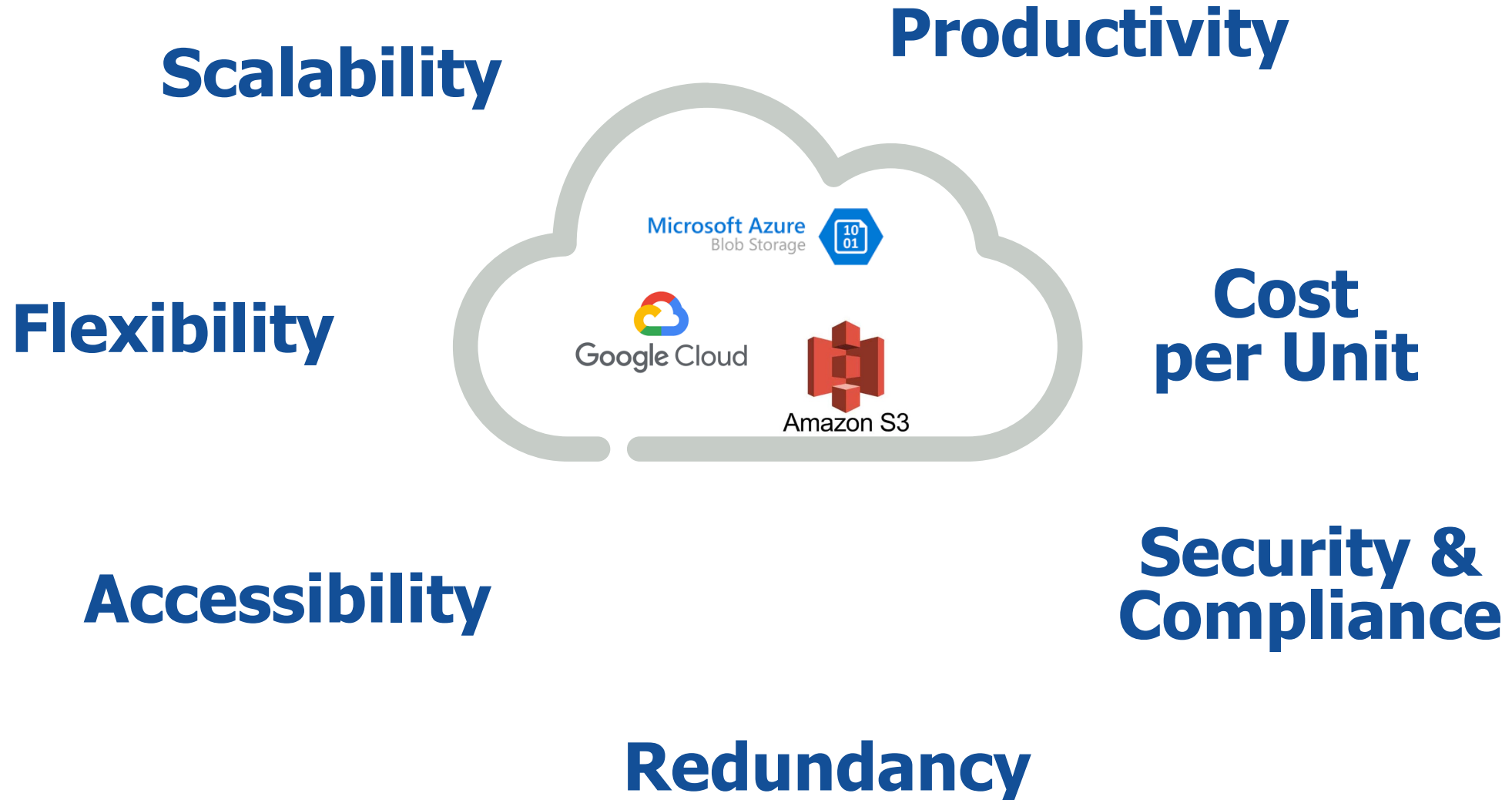When your time expires, pass the data grid to your neighbor.

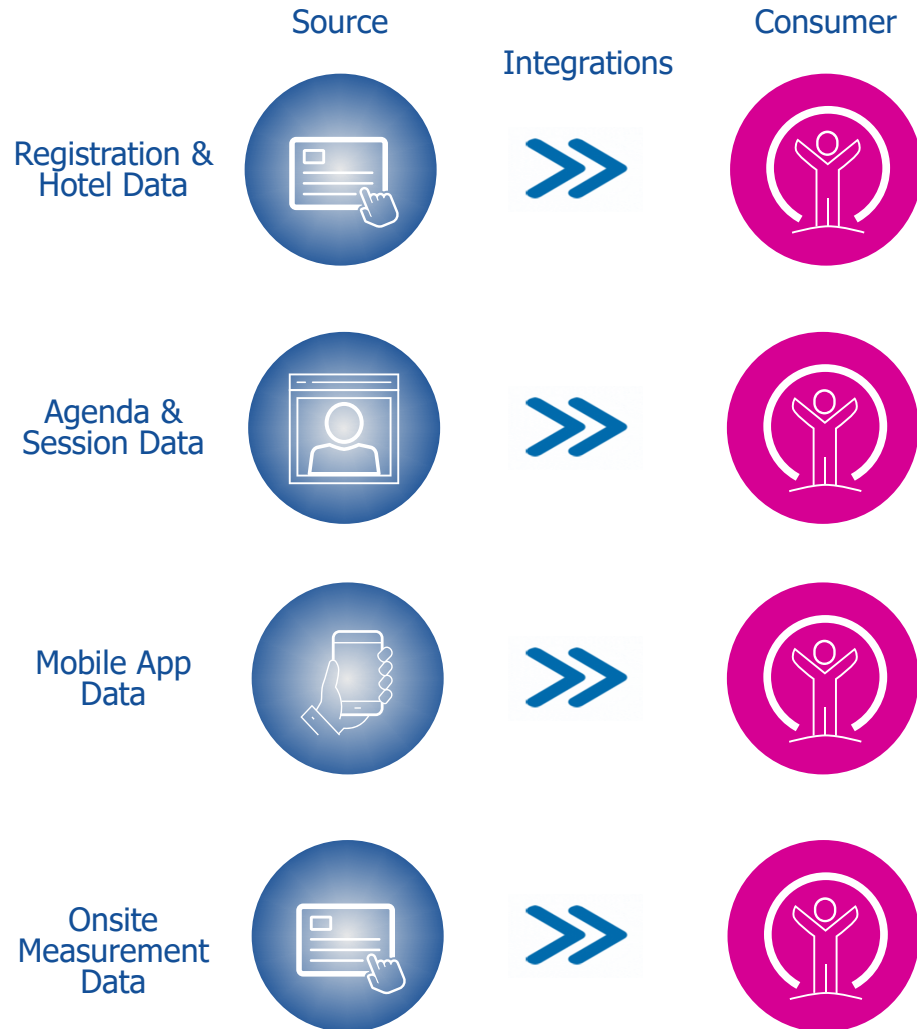| Movie Star	Harry Potter	NFL Team	Netflix Series

Cloud Data – Benefits

Scalability

Productivity

Flexibility

Microsoft Azure
Blob Storage

Google Cloud

Amazon S3

Cost
per Unit

Accessibility

Security &
Compliance

Redundancy

Data Integration – Before

Payload Volume	Data Recency
Small	Less than a second
Medium	Minutes to Hours
Large	Hours to Days

API <COPY>

FILES <COPY>

REPLICATION <COPY>

Data Silos — Before

Source

Integrations

Consumer

Registration & Hotel Data

Agenda & Session Data

Mobile App Data

Onsite Measurement Data

API

FILES

REPLICATION

In this model Data is...

- **In Silos**

- **Copied to many places**

- **Moving in different rates and formats**

- **Hard to Relate for Insights**

Cloud Data Sharing

Source

Consumer

Focus Data

snowflake
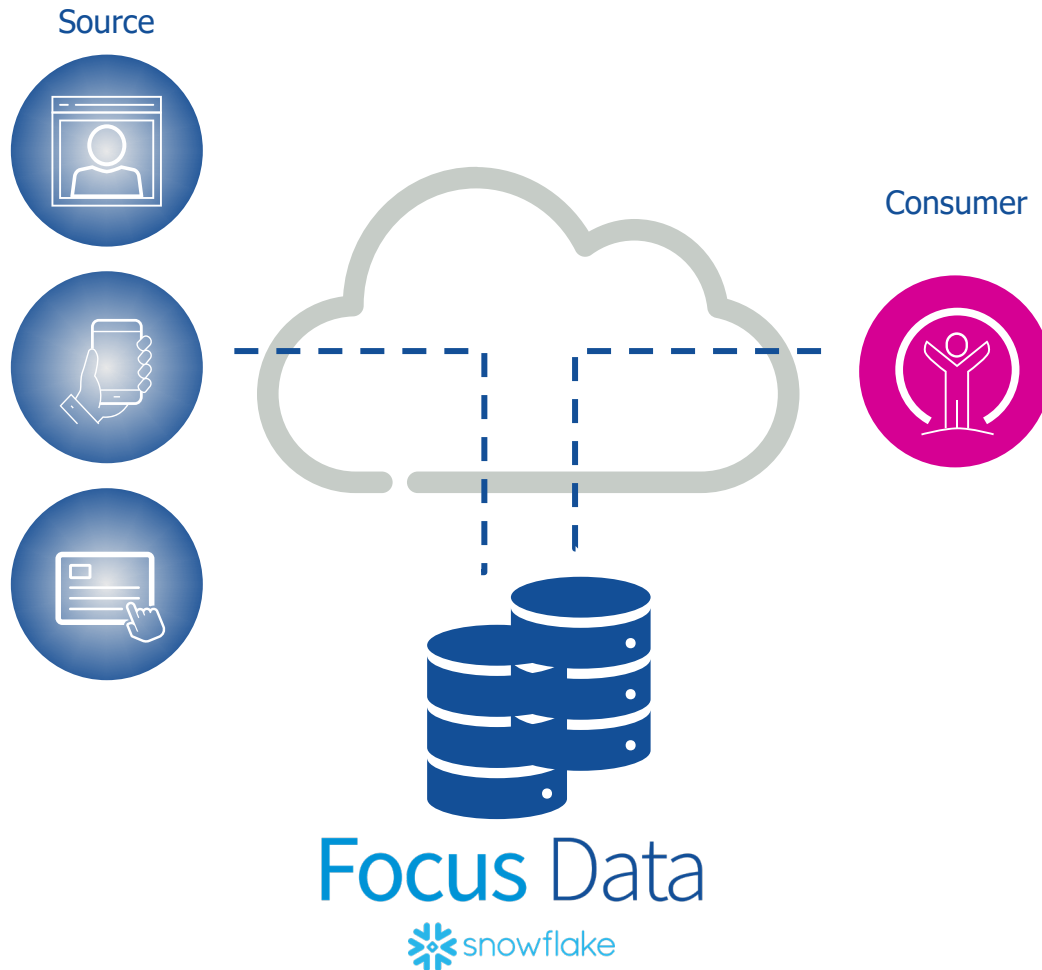
Reduces complexity

Real Time access to single source

More secure

Scalable

Exercise

Telephone

At your table, relay the provided message to each person one at a time.

Try your best not to distort or revise the message!

Key Takeaways

Evolution of Biometric Data

Image created by DALL-E

Early Uses

1960s: semi-automated fingerprint recognition systems

1970s: retinal and iris scanning technologies. First wearable ECG monitors developed

1980s: voice recognition systems

Adoption

1990s: commercial fingerprint verification systems

2000s: widespread use in passports & security systems

2010s: smartphones make fingerprint and facial recognition mainstream. Fitbit and Apple introduced monitors in their watches/wristbands
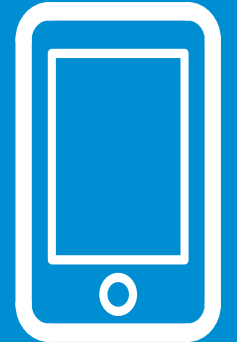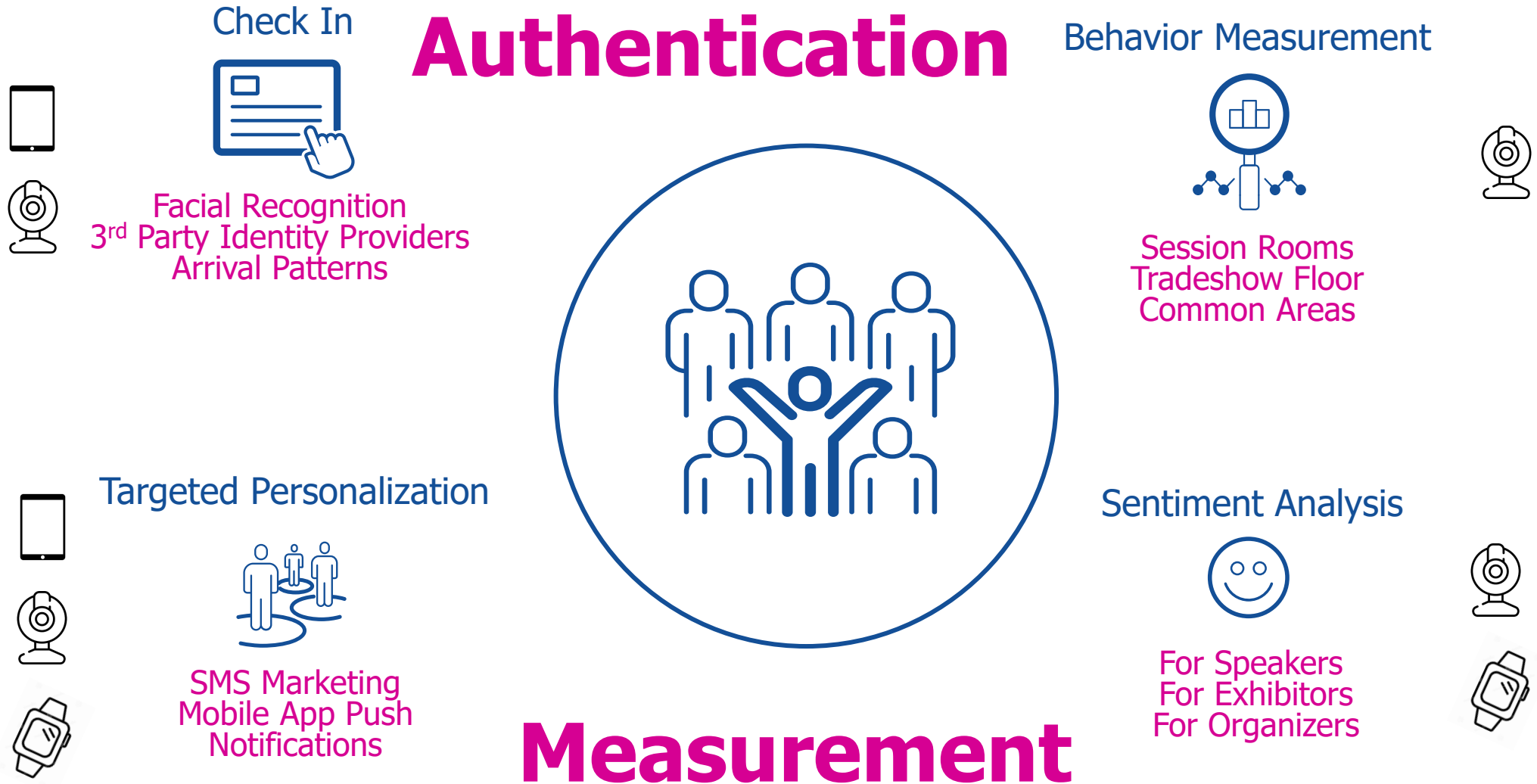
Authentication

More secure, frictionless check-in

Reduce cost with total self-service

Create a VIP experience

Measurement

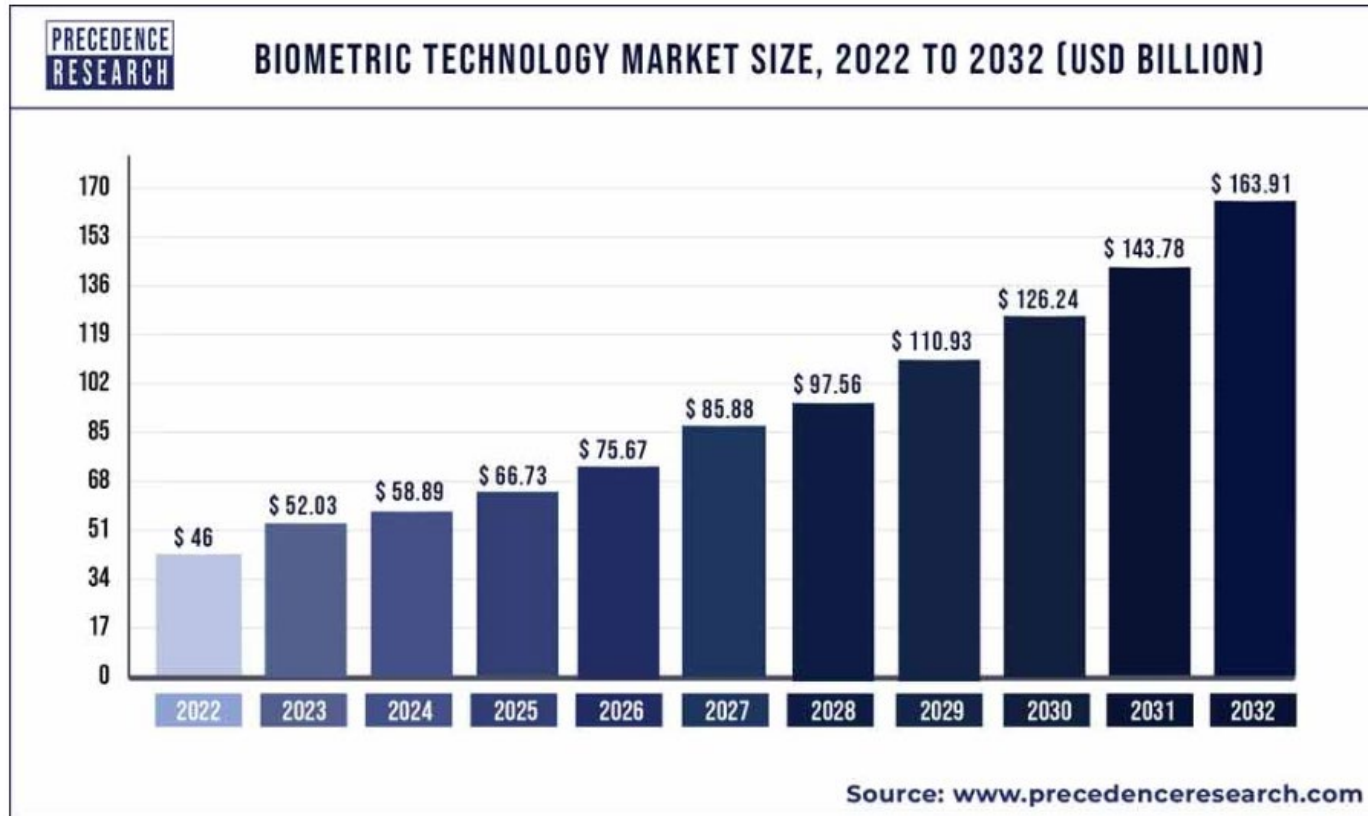**Flexibility in data captured**

Cost-efficient

Simple to deploy

Discussion

Smart Cities

Security

Advertising

Public Transportation

Traffic Control

Future Forecast

Source: GlobalData Patent Analytics

Living in a Digital World

The Digital World refers to the availability and use of digital tools to communicate on the Internet with smart devices, other technologies, and each other.

"
INFORMATION is not
KNOWLEDGE.

The only source of knowledge is experience.

Connect

People and devices are connected like never before.

Communication is instant. Data is exchanged across borders.

Interaction and collaboration can be shared effortlessly.

Health

Wearable devices and wellness apps monitor nutrition, physical activity, heart rate, sleep patterns, mental health and more.

Digital tools to remotely monitor chronic conditions, share data, and conduct virtual consultations.

Learn

Education has transformed and re-shaped with access to online classrooms, digital platforms and access to each other.

Lifelong learning is now facilitated by digital resources to allow acquiring new skills and knowledge at your pace.
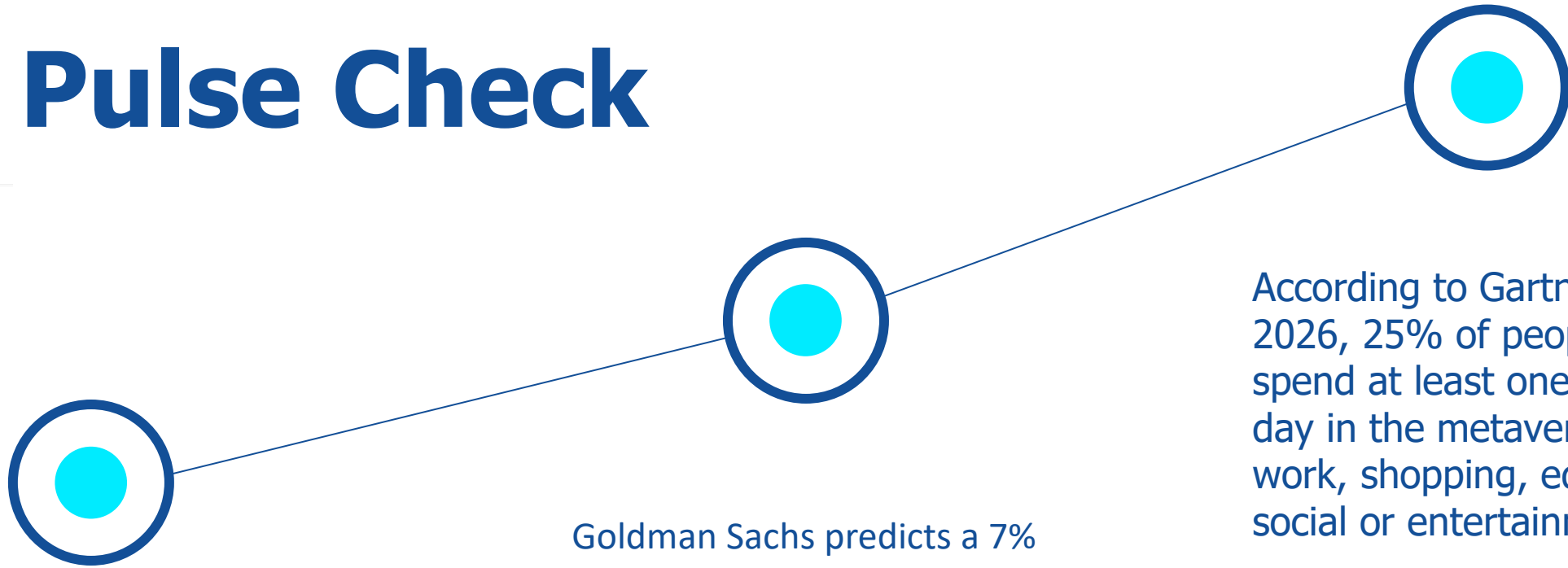
Entertain

Streaming services, gaming, social media and digital content creation have become central to how people relax and consume enjoyment.

Lines are blurred between work and leisure, with entertainment available on-demand at any moment.
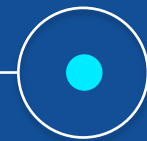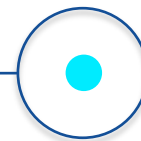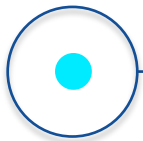
Pulse Check

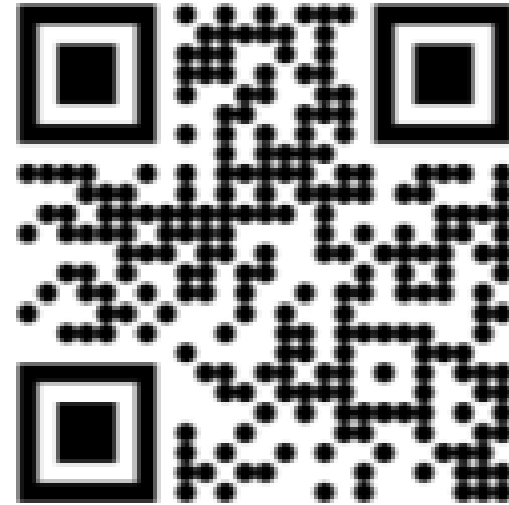The average person spends upwards of 40% of their waking hours on an internet-connected screen

Goldman Sachs predicts a 7% increase in global GDP, nearly $7 trillion, attributed to generative AI

According to Gartner, by 2026, 25% of people will spend at least one hour a day in the metaverse for work, shopping, education, social or entertainment

A Digital World the we know today

Experience a new Digital World!

Closing