

EO Nerve (East Coast Conference)

The EO NERVE was the annual conference of EO including 1150 members from Albany, Atlanta, Boston, Birmingham, Charlotte, Connecticut, DC, Tennessee, Jacksonville, New Jersey, Nashville, New York, Raleigh Durham, Philadelphia, South Florida, Tampa, Southeast Virginia, and Western New York. Each member represents at least one multi-million dollar business.

EAST COAST REGIONAL CONFERENCE
EO NERVE
2011
NEW YORK CITY

Join Us In
NEW YORK CITY
on **MAY 19-21ST 2011**
Sold Out!

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MOVING TO THE NEXT LEVEL TAKES NERVE
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EO NERVE 2011
The Next Level
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00:00:00:00
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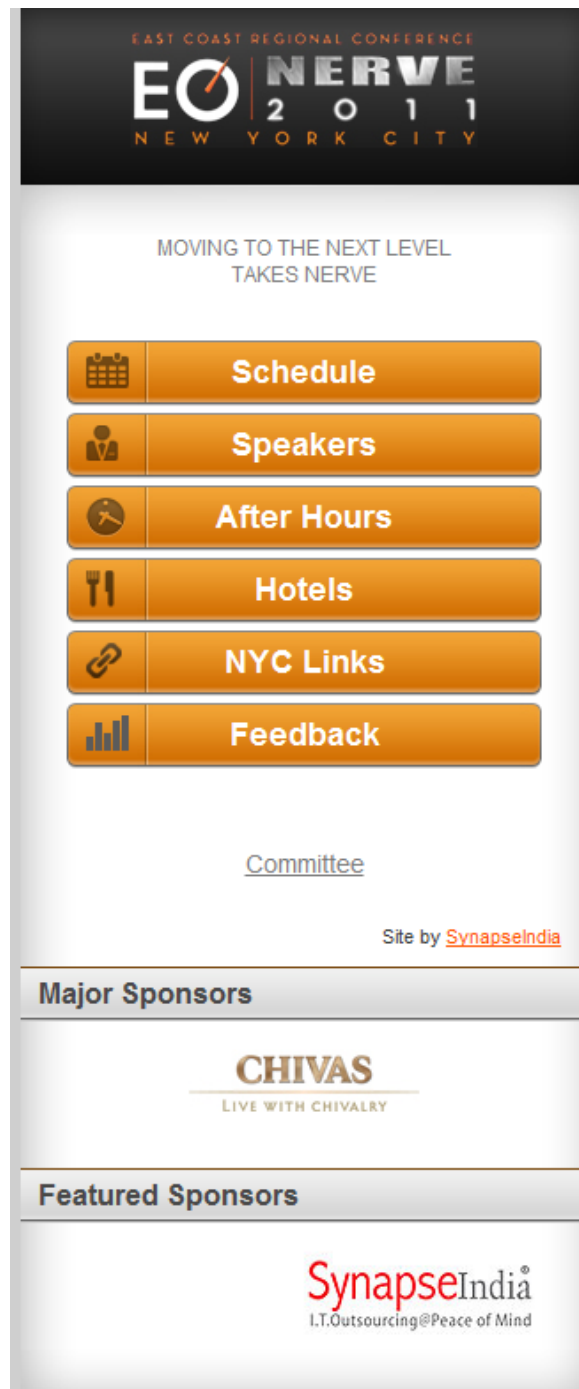
Speakers
David Rosenblatt
Former CEO of DoubleClick and Chairman of Group Commerce
Tony Hsieh
CEO of Zappos and author of "Delivering Happiness"
[View all of our speakers >](#)

Off-Site Activities
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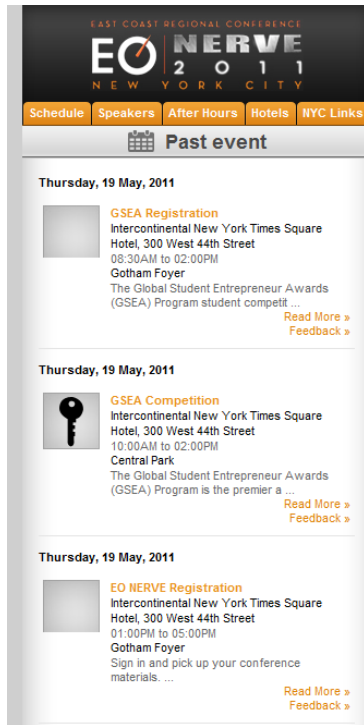
The Project

The project entails the development of mobile version of EO Nerve official website, m.eonerve.com to facilitate easier access to the details pertaining to the conference viz. the Schedule, Speakers, After Hours, Hotels, and NYC Links etc. using mobile device.



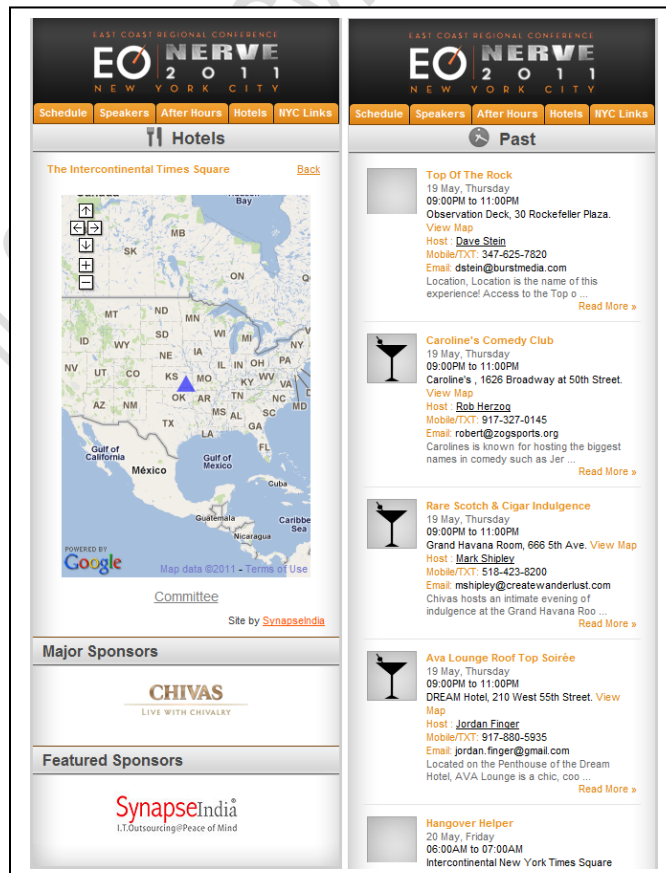
Our Endeavor

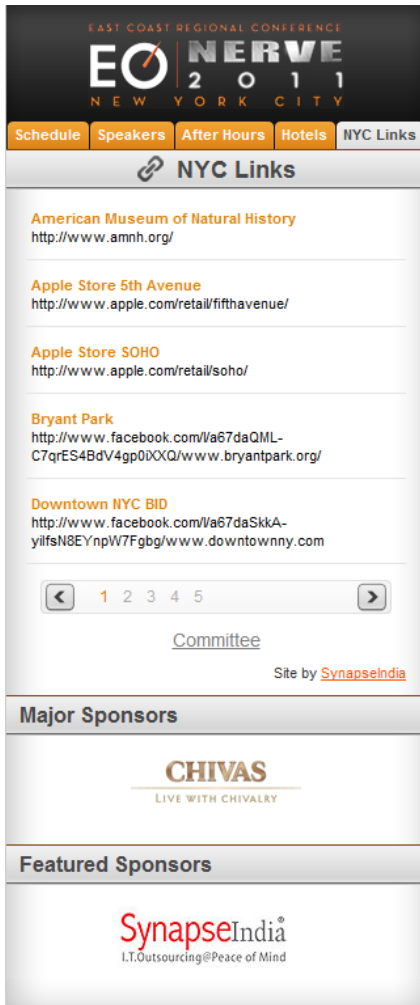
The mobile version of the EO Nerve website is built in WordPress. Its salient features include schedule, speakers, after hours, hotels, NYC links, and feedback.



After hours is another interesting feature of this site as users can find out the events using this, while locating the exact location and route of/to hotels where members stayed during the conference was facilitated by the “View Map” option in the feature named as hotels.

The feature schedule allows the admin to add a schedule, which can be viewed by visitors and participating members anytime from their mobile device. While only admin can modify the schedule, others can view schedule for current/future events as well as past event list. The other feature speakers allows the users to find out information about various speakers, while only admin can add/edit/delete speakers/ information about speakers listed on the site.





Clicking on [NYC link](#) provides the users with a list of interesting places in the city, while using the [feedback](#) tab users can provide feedback about the events and speakers. To allow users to post their feedback, admin needs to add events from back-end. Besides all these features, all members attending the conference were provided with daily reports on the schedule, speakers, and after hours.

Other important features of the mobile version of the site include:

- ✓ Facebook wall and group posting of schedules to enable users to check the schedule, next to each schedule name in the schedule listing and the details of a schedule
- ✓ Clicking on the Check-In button enables the user to post the details of the schedule on his Facebook wall
- ✓ Group posting is done in case the members belongs to the “client specified group”
- ✓ Google Map Direction whereby user can find out the location and route direction of the hotel from his current location using the simple ‘view map’ option

Organizational Achievements

Automating Facebook wall posting was the biggest achievement of this project, besides group posting and map direction. The events, added using the mobile version of the site, were required to be automatically posted on Facebook wall of the user. For map direction, we had to get the current position of the user for which we used API. With the right aptitude, attitude, and dedication, SynapseIndia team developed and delivered the mobile version of the website meeting the client’s expectations.

Expected Upcoming Features of the Site

Ask Questions (for users)

- ✓ Post questions for the speaker
- ✓ Questions asked by all users will be visible on a scrolling system that can be projected to a large screen during the event
- ✓ Moderator, sitting on stage with speaker using iPad/or similar, will have easy access to all the questions upon refreshing

Polling/Surveys (for users)

- ✓ Participate in surveys
- ✓ Cast their votes
- ✓ View survey results

Feedback (for users)

- ✓ Leave feedback and rate speakers
- ✓ Fill the feedback form and submit it

Admin Panel

Survey Management

- ✓ Create surveys
- ✓ View participants in surveys
- ✓ View votes casted in the surveys by the users
- ✓ Calculate the survey result
- ✓ Put up survey results in real time on projected screen
- ✓ Limit one poll response per session

Feedback Management

- ✓ Create the feedback form
- ✓ View the submitted feedbacks