

# A to Z

## Scavenger Hunt

### **Welcome to Cramer!**

Our goal for the evening is to provide you with a fun, interactive evening so that you may learn about some marketing technologies, network with others, learn more about the HBA and enjoy yourself!

You can find the answers to the scavenger questions throughout the event, between the covers of the Cramer A to Z of Marketing Technology flip book, in discussions with the presenters at the table-top demos, and by listening to the main stage program.

**Answer them all correctly and drop your name into the bowl for fun tech-y door prizes.**

Raffles will be drawn at 8 PM–8:30 PM in the Main Café.



- 1) 'Z' stands for Z brush: who at the table-top demos can tell you more? Tim Leonard
- 2) The QR code/Microsoft app available for my *(type of phone)* iPhone/Blackberry/Android is TagReader/Barcode scanner.  
Barcodes/Bee Tagg/i-nigma
- 3) The three key tagline words for the must-attend HBA Leadership Conference are: Innovate,  
Orchestrate, Perform.
- 4) To Flash or not to Flash! Which popular mobile device does not allow Flash? iPhone  
What is the alternative to Flash to drive video and animations on mobile devices? HTML5
- 5) Find out from Paulo Machado what an Innovation Broker is. For this answer please contact Paulo Machado, President and Founder of Health Innovation Partners @ pmachado66@gmail.com or follow him on Twitter : @pjmachado.
- 6) Face-to-face and online events go hand-in-hand to build and extend reach. But how do you know your doctors are engaged in the conversation online? Name one tool that can be used to check engagement: Polling, Social Media (facebook, twitter, shortcodes)
- 7) Name two dynamic players in the continuum of healthcare reform: The doctor; the patients, consumers; prepared/  
proactive care team.
- 8) Marketing automation can be applied across various channels, including email, direct mail, website, mobile call centers and Social Media.
- 9) In the A to Z of Marketing Technology flip book, what does 'C' stand for? Cloud Computing
- 10) How many hours of video are uploaded per minute on YouTube? 24 hours

'C' is also for getting **C**onnected! Would you like to learn more about Cramer and receive our quarterly eNewsletter?  
 YES    NO

**Name** \_\_\_\_\_

**Title** \_\_\_\_\_

**Company** \_\_\_\_\_

**Address** \_\_\_\_\_

**Email** \_\_\_\_\_

We look forward to continuing the conversation!  
 Thank you for joining us this evening.