

Shmoooz'R – THE GOLD STANDARD

■ Great Predictive Ability About Event Quality?

Scott McKain, a professional speaker and author. McKain says this: *“Some say that the quality of a badge often predicts, with incredible precision, the quality of an event. If I pick up a badge and it’s just a cheap, flimsy thing, I just know the sound system and meals aren’t going to be as good.”*ⁱ *What does this say about your event? Well, it says that you so want it to be successful that you’ll go far out of your way by using a cutting edge networking tool to stimulate guest interaction.*

If you assume that the purpose of college reunions is twofold: 1) to maximize opportunities for socializing and mingling, and 2) to put on a 1st Class event that everyone will remember positively for a very long time... then anything that works to achieve this purpose should be examined and tried. It’s a forgone conclusion that no name tag or I.D. badge on the market even purports to have an ice-breaker function. So naturally they score a zero on the sociability scale. Nobody...ever...makes conversation based on what they see on a name tag. Until now.

■ FEATURE COMPARISON CHART

Pros and Cons:

When you compare the pros and cons of Shmoooz'R, the Swiss-Army Knife of name tags, with conventional name tags, we think you'll see it's "no-contest."

	PROS	CONS
SHMOOOZ'R	<ul style="list-style-type: none"> ◆ Up to 10 talking points depending on model. ◆ Great memento of reunion. ◆ Less expensive than one would think. That means really affordable. ◆ Easy to customize with personal photos and school name/logo. ◆ It's colorful, dynamic and a ton of fun. ◆ You can promote the heck out of Shmoooz'R as a New Age name tag on steroids. ◆ You can measure the effectiveness of Shmoooz'R as part of our money-back guarantee. ◆ Share in revenue for Shmoooz'R after-market accessories ◆ Wearers receive free Mingling Handbook ◆ YOUR ALUMNI WILL THINK THEY'RE TERRIFIC. 	<ul style="list-style-type: none"> ◆ Attendee must complete brief survey of personal interests. ◆ It's different from standard name tags, and all of us resist change, even useful change.
CURRENT NAME TAG	<ul style="list-style-type: none"> ◆ Relatively inexpensive to make. 	<ul style="list-style-type: none"> ◆ Only 1 or 2 talking

SYSTEM	<ul style="list-style-type: none"> ♦ Most attendees already familiar with them over the years. ♦ Yearbook photo may help in identifying wearer. 	<p>points (if you include one's name and/or photo)</p> <ul style="list-style-type: none"> ♦ Unclassy, dull, "your grandfather's" name tag. ♦ School photo is inappropriate (i.e. useless) identifier.
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■ User Evaluation Tool:

We're prepared to put our money where our mouth is. We've developed a reunion user evaluation tool that tell us how much better Shmoooz'R is than other conventional name tags that you may be using. So, if Shmoooz'R isn't at least 2 times more effective – that's 100% better – than the other name tag you're using (based on the number/quality of contacts and conversations triggered by each as determined by our Shmoooz'R Evaluation Form), we'll refund whatever you paid for Shmoooz'R. Could we be any more confident (or fairer) than that? I think not.

PLEASE ASK TO SEE OUR USER EVALUATION TOOL

■ Major Alumni Office Benefits:

Below are listed the Shmoooz'R benefits which affirm and enhance the Alumni Office's reputation and skill set for staging greater reunions:

- ❖ The Alumni Office has the responsibility to provide the best attendee interaction experience possible at the lowest cost. **Shmoooz'R helps do this!**
- ❖ Dollar for dollar, Shmoooz'R offers the highest "satisfaction" payback of any reunion amenity. **That's good!**
- ❖ Conventional name tags are relics of another era. Shouldn't they be dumped posthaste so as not to give the appearance of their wearers being a convention of Luddites?
- ❖ Shmoooz'Rs serve the important role of acting as beguiling and lasting mementos. **How true!**
- ❖ Shmoooz'Rs kick it up at least another full notch. Don't alumni expect that to happen each time they visit the campus?
- ❖ Shmoooz'Rs, which can be customized with school logos and alumni-giving messages a variety of ways, can be used as another profit center.
- ❖ **Shmoooz'Rs capture alumni personal data for your college's internal use...and you know how that can help your academic and fund-raising operations?**

READ MORE IN COLLEGE REUNION HANDBOOK