

# TWEETREPORTS

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## #qrchat

2011-05-08 to 2011-05-09  
319 Twitter search results

26 contributors  
148 retweets 198 @replies 21 links

Time	User	Tweet
2011-05-08 3:22 pm	<a href="#">aldsaur</a>	Treat Usel to <b>#qrchat</b> tonight w/ guest <a href="#">@1680PR</a> @ 8pm ET cc <a href="#">@GnosisArts</a>
2011-05-08 4:14 pm	<a href="#">gnosisarts</a>	RT <a href="#">@aldsaur</a> : Treat Usel to <b>#qrchat</b> tonight w/ guest <a href="#">@1680PR</a> @ 8pm ET cc <a href="#">@GnosisArts</a>
2011-05-08 4:59 pm	<a href="#">aldsaur</a>	<a href="#">@houseofbrew</a> Email in UR inbox re <b>#qrchat</b> support cc <a href="#">@gnosisarts</a>
2011-05-08 6:51 pm	<a href="#">1680PR</a>	RT <a href="#">@aldsaur</a> : Treat Usel to <b>#qrchat</b> tonight w/ guest <a href="#">@1680PR</a> @ 8pm ET cc <a href="#">@GnosisArts</a>
2011-05-08 6:53 pm	<a href="#">Tojosan</a>	RT <a href="#">@aldsaur</a> : Treat Usel to <b>#qrchat</b> tonight w/ guest <a href="#">@1680PR</a> @ 8pm ET cc <a href="#">@GnosisArts</a>
2011-05-08 6:53 pm	<a href="#">LaurieDoxer</a>	Hv 2 remember 2 join in this wk. nRT <a href="#">@aldsaur</a> : Treat Usel to <b>#qrchat</b> tonight w/ guest <a href="#">@1680PR</a> @ 8pm ET cc <a href="#">@GnosisArts</a>
2011-05-08 7:06 pm	<a href="#">TheMattBerman</a>	How can a QR code add value to the purchase of food <a href="http://bit.ly/gmVCu1">http://bit.ly/gmVCu1</a> #socialmedia #adchat <b>#qrchat</b>
2011-05-08 10:02 pm	<a href="#">gnosisarts</a>	<a href="#">@LaurieDoxer</a> Great. So you'll be joining us tonight for <b>#qrchat</b> ?
2011-05-08 10:28 pm	<a href="#">LaurieDoxer</a>	I hope to. RT <a href="#">@GnosisArts</a> : <a href="#">@LaurieDoxer</a> Great. So you'll be joining us tonight for <b>#qrchat</b> ?
2011-05-08 11:21 pm	<a href="#">truemc</a>	Hey <b>#QRchat</b> , I have to take a Mother's Day break tonight. Look forward to reading the transcript for what I missed! Hope to sneak a peak!!!
2011-05-08 11:24 pm	<a href="#">1680PR</a>	Join us for <b>#QRchat</b> in under a hour 5pm (PST) - our #CEO is tonight's guest: <a href="http://1680.co/m1kP8W">http://1680.co/m1kP8W</a> #PR #SM #1680PR
2011-05-08 11:33 pm	<a href="#">gnosisarts</a>	30 minutes to <b>#qrchat</b> . Tonight's guest is <a href="#">@1680pr</a> . Framing post: <a href="http://qrchat.wordpress.com">http://qrchat.wordpress.com</a>
2011-05-08 11:41 pm	<a href="#">gnosisarts</a>	<a href="#">@davechomitz</a> <a href="#">@houseofbrew</a> <a href="#">@smartel</a> QRChat starts in 20 mins. Join us! <a href="http://twvt.us/qrchat">http://twvt.us/qrchat</a> <b>#qrchat</b> #twvt
2011-05-08 11:42 pm	<a href="#">gnosisarts</a>	<a href="#">@whartel</a> <a href="#">@decidedworth</a> <a href="#">@kybedard</a> <a href="#">@zldoty</a> QRChat starts in 20 mins. Join us! <a href="http://twvt.us/qrchat">http://twvt.us/qrchat</a> <b>#qrchat</b> #twvt
2011-05-08 11:42 pm	<a href="#">aldsaur</a>	RT <a href="#">@1680PR</a> : Join us for <b>#QRchat</b> in under a hour 5pm (PST) - our #CEO is tonight's guest: <a href="http://1680.co/m1kP8W">http://1680.co/m1kP8W</a> #PR #SM #1680PR
2011-05-08 11:44 pm	<a href="#">aldsaur</a>	15 min till <b>#qrchat</b> with the CEO of <a href="#">@1680PR</a> Framing post at <a href="#">qrchat.wordpress.com</a>
2011-05-08 11:46 pm	<a href="#">clubnativo</a>	RT <a href="#">@aldsaur</a> : 15 min till <b>#qrchat</b> with the CEO of <a href="#">@1680PR</a> Framing post at <a href="#">qrchat.wordpress.com</a>
2011-05-08 11:49 pm	<a href="#">TourismCurrents</a>	RT <a href="#">@aldsaur</a> : 15 min till <b>#qrchat</b> with the CEO of <a href="#">@1680PR</a> Framing post at <a href="#">qrchat.wordpress.com</a>
2011-05-08 11:50 pm	<a href="#">QRMarkETennant</a>	#qrcodes <b>#qrchat</b> 10 minutes to go...looking forward to this!
2011-05-08 11:52 pm	<a href="#">AboveTheStatic</a>	Joining <b>#qrchat</b> from UK this week, so it's getting late here. Too good to miss, though, esp. with <a href="#">@1680PR</a> guesting.

2011-05-08 11:53 pm [1680PR](#) RT [@AboveTheStatic](#): Joining **#qrchat** from UK this week, so it's getting late here. Too good to miss, though, esp. with [@1680PR](#) guesting. **#PR**

2011-05-08 11:55 pm [LaurieDoxer](#) I'm going to be a lurker tonight and soak in the info. I have much to learn on the topic and am just getting my feet wet. **#qrchat**

2011-05-08 11:56 pm [aldsaur](#) [@LaurieDoxer](#) Jump in anytime [@1680PR](#) doesn't bite... usually ;-)  
**#qrchat**

2011-05-08 11:57 pm [1680PR](#) Good evening, colleagues and friends I haven't met yet, from the lot of Albuquerque Studios :) **#qrchat**

2011-05-08 11:58 pm [1680jlee](#) Hello to everyone! I'll be joining in tonight as well. **#qrchat**

2011-05-08 11:58 pm [gnosisarts](#) Just a few mins until qrchat. Tonight's guest is [@1680pr](#). More info here: <http://twvt.us/qrchat> Join us! **#qrchat**

2011-05-08 11:58 pm [1680PR](#) RT [@GnosisArts](#): Just a few mins until qrchat. Tonight's guest is [@1680pr](#). More info here: <http://twvt.us/qrchat> Join us! **#qrchat #PR**

2011-05-08 11:59 pm [aldsaur](#) Great to have you both! [@1680PR](#) & [@1680jlee](#) **#QRChat** folks PLZ intro URselves as U join

2011-05-08 11:59 pm [gnosisarts](#) [@1680PR](#) [@lauriedoxer](#) [@1680jlee](#) [@abovethestatic](#) Welcome, guys. Thanks for joining in. **#qrchat**

2011-05-08 11:59 pm [1680PR](#) [@1680jlee](#) Hey - I'm in desperate need of one of your killer double espresso drinks! **#qrchat**

2011-05-09 12:00 am [1680PR](#) Honored to be here this evening! Shout out to our friends in the UK tonight...grab some coffee :) **#qrchat**

2011-05-09 12:01 am [J\\_Nativo](#) Hello all from Nativo Lodge! **#qrchat #qrchat**

2011-05-09 12:01 am [aldsaur](#) OH! sounds perfect! RT [@1680PR](#): [@1680jlee](#) Hey - I'm in desperate need of one of your killer double espresso drinks! **#qrchat**

2011-05-09 12:01 am [aldsaur](#) Good Evening and welcome! RT [@J\\_Nativo](#): Hello all from Nativo Lodge! **#qrchat #qrchat**

2011-05-09 12:01 am [1680PR](#) Hi Justin (one of our clients)! RT [@J\\_Nativo](#): Hello all from Nativo Lodge! **#qrchat #qrchat**

2011-05-09 12:02 am [MarkETennant](#) **#qrchat** Any tips on how to get the over the hump so the client commits? Have good mobile content using QR codes ...suggestions? As **#QRChat** folks join us, check out the post for tonight's chat w/ CEO of [@1680PR](#) <http://qrchat.wordpress.com/>

2011-05-09 12:02 am [aldsaur](#) Justin is joining us tonight, as we are beginning to implement QRs at one of his hotel properties. **#qrchat**

2011-05-09 12:02 am [1680PR](#) Justin is joining us tonight, as we are beginning to implement QRs at 1 of his hotel properties. **#qrchat**

2011-05-09 12:03 am [aldsaur](#) Grt 2 have u [@J\\_Nativo](#) RT [@1680PR](#): Justin is joining us tonight, as we are beginning to implement QRs at 1 of his hotel properties. **#qrchat**

2011-05-09 12:03 am [1680PR](#) [@MarkETennant](#) Our biggest leverage is the fact that QRs provide traceable analytic potential to measure ROI for campaigns **#qrchat**

2011-05-09 12:04 am [gnosisarts](#) Welcome, everyone, to qrchat. Before we get started, [@aldsaur](#) and I have a special announcement. (contd) **#qrchat**

2011-05-09 12:04 am [1680PR](#) We recommend them to drive traffic to specific targets that can be measured **#qrchat**

2011-05-09 12:05 am [gnosisarts](#) We want to pass the baton. We need some1 to take over qrchat. Any1 interested, let me or [@aldsaur](#) know. Our last day will be May 22 **#qrchat**

2011-05-09 12:05 am [LaurieDoxer](#) Will do, thx. RT [@aldsaur](#): [@LaurieDoxer](#) Jump in anytime [@1680PR](#) doesn't bite... usually ;-)  
**#qrchat**

2011-05-09 12:05 am [gnosisarts](#) If we do not have someone volunteer by May 22, QRChat will end.

2011-05-09 12:05 am [1680PR](#) Please let one of us know if you'd be interested in taking over **#qrchat**

2011-05-09 12:06 am [aldsaur](#) RT [@gnosisarts](#): We want to pass the baton. We need some1 to take over qrchat. Any1 interested, let me or [@aldsaur](#) know... **#qrchat**

2011-05-09 12:06 am [aldsaur](#) Thank U [@gnosisarts](#) **#qrchat** we do have a few folks interested. We will keep you informed and love to hear from U!

2011-05-09 12:06 am [gnosisarts](#) RT [@1680PR](#): [@MarkETennant](#) Our biggest leverage is the fact that QRs provide traceable analytic potential to measure ROI for campaigns **#qrchat**

2011-05-09 12:07 am [1680PR](#) & w/ that, let's get started. Please introduce yourself as you arrive. I'm Eric Bryant, of Gnosis Arts Medai Group **#qrchat**

2011-05-09 12:07 am [aldsaur](#) [@gnosisarts](#) Hi Eric! **#qrchat**

2011-05-09 12:08 am [1680PR](#) I am Allison, co-moderator of **#qrchat**

2011-05-09 12:09 am [aldsaur](#) I'm Ken, #CEO of [@1680PR](#): <http://1680.co/e42BUC> **#qrchat** #PR

2011-05-09 12:10 am [krystalkenville](#) Hi [@abovethestatic](#) and [@lauriedoxer](#) We will let the lurkers join us as we open up the discussion with [@1680PR](#) **#qrchat**

2011-05-09 12:10 am [1680PR](#) RT [@1680PR](#): I'm Ken, #CEO of [@1680PR](#): <http://1680.co/e42BUC> **#qrchat** #PR

2011-05-09 12:10 am [aldsaur](#) \*waving to lurkers\* **#qrchat**

2011-05-09 12:10 am [gnosisarts](#) So Ken, [@1680PR](#) is a pretty maverick PR/ Mktg firm. What markets do you work with? **#qrchat**

2011-05-09 12:10 am [DecidedWorth](#) FYI: All qrchat members are added to our list for our weekly paper.li : <http://paper.li/gnosisarts/qrchatmembers> **#qrchat**

2011-05-09 12:11 am [milesaustin](#) Good evening all ... hope everyone is well ... **#qrchat**

2011-05-09 12:11 am [gnosisarts](#) Hi all, [@milesaustin](#) from FilltheFunnel.com in Seattle, WA today **#qrchat**

2011-05-09 12:11 am [aldsaur](#) Transcripts can always be found at <http://qrchat.wordpress.com> , FYI **#qrchat**

2011-05-09 12:11 am [gnosisarts](#) [@DecidedWorth](#) [@milesaustin](#) Grt to see you! **#qrchat**

2011-05-09 12:11 am [1680PR](#) [@DecidedWorth](#) [@milesautin](#) Hello to you both! **#qrchat**

2011-05-09 12:11 am [LaurieDoxer](#) We work primarily in Feature Film, TV, Music and Digital Distribution Industries **#qrchat**

2011-05-09 12:12 am [krystalkenville](#) Hi, Miles. RT [@milesaustin](#): Hi all, [@milesaustin](#) from FilltheFunnel.com in Seattle, WA today **#qrchat**

2011-05-09 12:12 am [DaveChomitz](#) RT [@1680PR](#): We work primarily in Feature Film, TV, Music and Digital Distribution Industries **#qrchat**

2011-05-09 12:12 am [1680PR](#) [@1680PR](#) Where ? **#qrchat**

2011-05-09 12:12 am [gnosisarts](#) Lot of fan-based communication experiences, and tourism projects, as well **#qrchat**

2011-05-09 12:12 am [milesaustin](#) [@1680PR](#) How has 1680pr been using QR codes to benefit its clients? **#qrchat**

2011-05-09 12:13 am [BrandIdeas](#) [@aldsaur](#) [@LaurieDoxer](#) Thanks and happy Mother's Day to you both. **#qrchat**

2011-05-09 12:13 am [aldsaur](#) so whats qr chats focus? **#qrchat**

2011-05-09 12:13 am [LaurieDoxer](#) <http://qrchat.wordpress.com/> tonight RT [@BrandIdeas](#): so whats qr chats focus? **#qrchat**

2011-05-09 12:13 am [MarkETennant](#) RT [@LaurieDoxer](#): Im Laurie Doxer. Currntly contracting w Timberland in mktg. They use QR codes in their multi-tier mktg programs. **#qrchat**

2011-05-09 12:13 am [MarkETennant](#) **#qrchat** Ken, what about augmented reality or Geofencing? Any thoughts? will both replace #qrcodes? Should we start planning for

the future?

2011-05-09 12:14 am [gnosisarts](#) [@BrandIdeas](#) We talk about how firms are using QR codes in marketing and PR. **#qrchat**

2011-05-09 12:14 am [AboveTheStatic](#) Hi, I'm Steve and enjoy the weekly learning of **#QRchat** for [@AboveTheStatic](#). Welcome to [@1680PR](#) and hi to [@aldsaur](#) , [@GnosisArts](#) & all here.

2011-05-09 12:14 am [milesaustin](#) [@MarkETennant](#) Question For Ken, or everyone? **#qrchat**

2011-05-09 12:15 am [1680PR](#) [@gnosisarts](#) We use them to direct our clients' constituents to a variety of measurable targets: discounts/specials, info, maps, etc. **#qrchat**

2011-05-09 12:15 am [aldsaur](#) [@1680PR](#) As U can already tell, **#qrchat** folks have a lot of ?s about QR adoption & effective use **#qrchat**

2011-05-09 12:16 am [gnosisarts](#) RT [@MarkETennant](#) [@1680pr](#) Ken, what about augmented reality or Geofencing? Any thoughts? will both replace **#qrcodes**? **#qrchat**

2011-05-09 12:16 am [1680PR](#) [@MarkETennant](#) great question! Since we are dealing mainly with the average fan/consumer, we haven't seen enough mainstream... **#qrchat**

2011-05-09 12:16 am [BrandIdeas](#) [@gnosisarts](#) thanks guess this will be an education for me **#qrchat**

2011-05-09 12:16 am [milesaustin](#) Measurable is key. RT [@1680PR](#): We use them to direct our clients constituents to variety of measurable targets: discounts, maps... **#qrchat**

2011-05-09 12:17 am [1680PR](#) [@MarkETennant](#) ...momentum to justify implementation of those for our clients...yet ;) **#qrchat**

2011-05-09 12:17 am [aldsaur](#) [@1680PR](#) Can U talk about how U motivate constituents to scan QRcodes? **#QRChat**

2011-05-09 12:17 am [milesaustin](#) [@BrandIdeas](#) What would like to learn? **#qrchat**

2011-05-09 12:18 am [MarkETennant](#) **#qrchat** #geofencing So can I assume I should plan 4 the future? Lots of potential w/both. Heard Starbucks has tried it? Any insight on that?

2011-05-09 12:18 am [1680PR](#) [@aldsaur](#) Using [@ClubNativo](#) as example. Front desk staff direct guests to social media wall where they can scan for special rates etc **#qrchat**

2011-05-09 12:19 am [1680PR](#) In tourism work, point out where they are used for points of interest **#qrchat**

2011-05-09 12:20 am [1680jlee](#) [@aldsaur](#) Generally, it's one of two extremes. Clear Incentive (Reduced Rate [@](#) a Hotel), or the mystery of it, no hint to what it is. **#qrchat**

2011-05-09 12:20 am [aldsaur](#) So personal interaction + discounted pricing RT [@1680PR](#): Using [@ClubNativo](#) as example. Front desk staff direct guests **#qrchat**

2011-05-09 12:20 am [AboveTheStatic](#) [@1680PR](#) How do you encourage fans to take the next step after scanning a code? What engages them to interact further w/ yr content? **#qrchat**

2011-05-09 12:20 am [1680PR](#) [@MarkETennant](#) Starbucks is grt example of exploring potential, but they have a dedicated audience to test on no matter what... **#qrchat**

2011-05-09 12:21 am [1680PR](#) [@MarkETennant](#) May not work for all of your clients **#qrchat**

2011-05-09 12:21 am [BrandIdeas](#) I remember watching CNN spending more time educating how to use the QR code- japan crisis to get updates -think they gave up on it **#qrchat**

2011-05-09 12:21 am [J\\_Nativo](#) Our experience with them is that when place in high traffic areas guests will inquire as to what they are & how to interact w/ them

2011-05-09 12:21 am [MarkETennant](#) **#qrchat**

2011-05-09 12:22 am [aldsaur](#) **#qrchat** Still have a lot of ground to cover yet with #qrcodes Anyone try to get concert promoters to use a QR campaign w/certain shows?

2011-05-09 12:22 am [1680jlee](#) RT [@J\\_Nativo](#): Our experience is that when place in high traffic areas guests will inquire as to what they R & how to interact w/ them **#qrchat**

2011-05-09 12:22 am [1680PR](#) [@AboveTheStatic](#) That really depends on the content itself. QR codes can act as a unique way of accessing or exposing content, **#qrchat**

2011-05-09 12:22 am [1680jlee](#) [@AboveTheStatic](#) Using same example, the opportunity to be included in tribe, e.g. VIP passes, meet & greets with our celebs, etc **#qrchat**

2011-05-09 12:22 am [1680PR](#) but that doesn't necessarily mean they drive the content itself. **#qrchat**

2011-05-09 12:22 am [1680PR](#) RT [@J\\_Nativo](#): Our experience with them is that when place in high traffic areas guests will inquire as to what they are & how to.. **#qrchat**

2011-05-09 12:23 am [1680PR](#) [@MarkETennant](#) We are implementing them this fall with several multi-platinum artists **#qrchat**

2011-05-09 12:23 am [gnosisarst](#) [@J\\_Nativo](#) Hi, J., thanks for jumping in **#qrchat**

2011-05-09 12:23 am [aldsaur](#) [@J\\_Nativo](#) [@1680PR](#) How is the uptake on scanning? Do you know if U have repeat scanners? **#qrchat**

2011-05-09 12:24 am [J\\_Nativo](#) IMO, One of the most rewarding experiences is to educate your guest on how to use the technology they already have to save \$\$\$ **#qrchat**

2011-05-09 12:24 am [aldsaur](#) RT [@J\\_Nativo](#): IMO, One of the most rewarding experiences is to educate your guest on how to use the technology they already have to save \$\$\$ **#qrchat**

2011-05-09 12:24 am [MarkETennant](#) [@1680PR](#) **#qrchat** I always thought there was potential there. Get local sponsors involved. Maybe QR scavenger hunt to win tix....buy [@discount](#)

2011-05-09 12:24 am [gnosisarst](#) [@1680pr](#) Some say these "rewards" for just scanning (or facebook "liking", etc) will hurt brands in long run? What do u think? **#qrchat**

2011-05-09 12:25 am [1680PR](#) [@gnosisarst](#) [@AboveTheStatic](#) Not sure what u meant by "hurt" brands. **#qrchat**

2011-05-09 12:25 am [aldsaur](#) RT [@J\\_Nativo](#): IMO, One of the most rewarding experiences is to educate guest on how to use the technology they already have to save \$\$\$ **#qrchat**

2011-05-09 12:25 am [LaurieDoxer](#) Do you find those using qrcodes fit in a certain demographic or all ages adopting use? **#qrchat**

2011-05-09 12:25 am [MarkETennant](#) [@GnosisArts](#) **#qrchat** I think done creatively and w/good content, you can make it worth the customer's time.

2011-05-09 12:25 am [1680jlee](#) [@aldsaur](#) There are many ways to go about tracking who's been scanning your QR codes. **#qrchat**

2011-05-09 12:26 am [1680PR](#) [@LaurieDoxer](#) We're seeing them strongest in 25-40 year-olds **#qrchat**

2011-05-09 12:26 am [gnosisarst](#) [@1680PR](#) Well, if we're just reward ppl w/ svngs, just by being fb fan or scanning qrcode, what of those who don't adopt new tech ... **#qrchat**

2011-05-09 12:26 am [aldsaur](#) [@J\\_Nativo](#) [@1680PR](#) [@1680Jlee](#) Sounds like U have a very robust mobile app behind #QRcode? **#qrchat**

2011-05-09 12:26 am [AboveTheStatic](#) [@1680jlee](#) Sure. Just wondering what type of content has converted best for you, in terms of exciting fans, to prompt QR scan & stay

2011-05-09 12:27 am [aldsaur](#) **#qrchat** RT [@AboveTheStatic](#): [@1680jlee](#) Wondering what type of content converted best, in terms of exciting fans, to prompt QR scan & stay **#qrchat**

2011-05-09 12:27 am [gnosissarts](#) [@1680PR](#) i.e., ur rewarding ppl for really not doing anything 2 demonstrate any add'l loyalty to the brand (cf.groupon) **#qrchat**

2011-05-09 12:27 am [1680PR](#) [@gnosissarts](#) We're hired to specifically reach the "digital native," so our focus remains central to that market **#qrchat**

2011-05-09 12:27 am [LaurieDoxer](#) Is specific 2 ut industry or overall? RT [@1680PR](#): [@LaurieDoxer](#) Were seeing them strongest in 25-40 year-olds **#qrchat**

2011-05-09 12:27 am [1680jlee](#) [@AboveTheStatic](#) Actually, it varies a great deal. Through experimentation, I've seen that it really depends on the location .. **#qrchat**

2011-05-09 12:28 am [gnosissarts](#) [@1680PR](#) e.g., 1 of our clients started fb specials u get just by liking. a few older, longtime customers actually were upset by it **#qrchat**

2011-05-09 12:28 am [MarkETennant](#) **#qrchat** Folks have been responsive 2 optimized mobile site when using #qrcodes...what about linking to a static web page? I am not a fan.

2011-05-09 12:28 am [1680PR](#) [@aldsaur](#) Actually, that set-up is fairly basic. [@1680Jlee](#) and his team are working on custom apps now **#qrchat**

2011-05-09 12:28 am [ZLDoty](#) [@GnosisArts](#) [@whartel](#) [@decidedworth](#) [@kybedard](#) Finals starting tomorrow, look for me next week!! **#qrchat**

2011-05-09 12:28 am [AboveTheStatic](#) [@J\\_Native](#) Planning a QR element to next concert for a gig in NYC next month. Subject to artist being invested in value + follow up. **#qrchat**

2011-05-09 12:28 am [1680PR](#) [@LaurieDoxer](#) We see overall **#qrchat**

2011-05-09 12:29 am [gnosissarts](#) [@1680PR](#) so, ur rewarding ppl, in a sense, just b/c they use the "newest" technology 2 interact w/ brand **#qrchat**

2011-05-09 12:29 am [gnosissarts](#) [@1680PR](#) not saying I agree, just explaining the argument **#qrchat**

2011-05-09 12:29 am [1680PR](#) [@AboveTheStatic](#) Stress the analytics potential **#qrchat**

2011-05-09 12:30 am [1680PR](#) [@gnosissarts](#) We're rewarding ppl by indentifying themselves to us. **#qrchat**

2011-05-09 12:30 am [aldsaur](#) [@GnosisArts](#) Is it different than a loyalty card at a supermarket? cc/[@1680PR](#) **#qrchat**

2011-05-09 12:30 am [LaurieDoxer](#) Have u seen success in linking qrcodes to informatioal pgs or interactive? RT [@1680PR](#): [@LaurieDoxer](#) We see overall **#qrchat**

2011-05-09 12:30 am [AboveTheStatic](#) [@1680PR](#) Right. I could see excitement generated if QR scans to a landing page which acts as a VIP pass on cell, for example. **#qrchat**

2011-05-09 12:31 am [gnosissarts](#) [@1680PR](#) But they've been identifying themselves to you, all along (is the arg) **#qrchat**

2011-05-09 12:31 am [aldsaur](#) [@1680PR](#) [@J\\_Native](#) Sounds like the SoMe wall experience is also critical to overall exp w/ QRcodes? **#qrChat**

2011-05-09 12:31 am [1680PR](#) [@LaurieDoxer](#) yes. Especially for tourism efforts, educational endeavors, etc. **#qrchat**

2011-05-09 12:31 am [1680jlee](#) [@LaurieDoxer](#) Depends on the purpose of the content, but generally, interactive wins out. **#qrchat**

2011-05-09 12:32 am [aldsaur](#) RT [@AboveTheStatic](#): [@1680PR](#) Right. I could see excitement gen if QR scans 2 landing page which acts as a VIP pass on cell. **#qrchat**

2011-05-09 12:32 am [gnosissarts](#) [@1680PR](#) The arg should really be directed more [@clubnativo](#) re: scanning for discounts. **#qrchat**

2011-05-09 12:32 am [1680jlee](#) [@aldsaur](#) In the way it's being used at ClubNativo, yes, entirely. But this of course isn't always the case. **#qrchat**

2011-05-09 12:33 am [1680PR](#) [@gnosisarts](#) "liking" us on fb doesn't necessarily draw them to venue. If they are at venue already, we have captive audience to rwd **#qrchat**

2011-05-09 12:33 am [milesaustin](#) Looks like this one will be best if I sit back and follow the stream. Great to have [@1680PR](#) share the wisdom/experience. **#qrchat**

2011-05-09 12:33 am [1680PR](#) RT [@aldsaur](#): [@1680PR](#) [@J\\_Nativo](#) Sounds like the SoMe wall experience is also critical to overall exp w/ QRcodes? **#qrchat**

2011-05-09 12:34 am [1680PR](#) [@aldsaur](#) #SoMe Wall at #ClubNativo is central to the customer experience **#qrchat**

2011-05-09 12:34 am [aldsaur](#) [@1680jlee](#) Great offline/ online engagement technique at [@clubnativo](#) Integrated experience **#qrchat**

2011-05-09 12:34 am [J\\_Nativo](#) [@aldsaur](#) The social media wall directs the attention of all guests which then leads to curiosity of all its components i.e QR codes **#qrchat**

2011-05-09 12:34 am [1680PR](#) RT [@milesaustin](#): Looks like this 1 will be best if I sit back and follow stream. Great to have [@1680PR](#) share the wisdom/experience. **#qrchat**

2011-05-09 12:34 am [QRMarkETennant](#) **#qrchat** Folks have been responsive 2 optimized mobile site when using #qrcodes...what about linking to a static web page? I am not a fan.

2011-05-09 12:34 am [AboveTheStatic](#) [@1680PR](#) [@1680jlee](#) Just one e.g. but, as a big music fan, anything that instantly delivers artist connection or reward will excite. **#qrchat**

2011-05-09 12:35 am [1680PR](#) RT [@aldsaur](#): [@1680jlee](#) Great offline/ online engagement technique at [@clubnativo](#) Integrated experience **#qrchat**

2011-05-09 12:35 am [1680jlee](#) [@gnosisarts](#) The idea isn't to reward particular people, so much as encourage the use of QR Codes in general, at a particular venue. **#qrchat**

2011-05-09 12:35 am [aldsaur](#) RT [@J\\_Nativo](#): [@aldsaur](#) Social media wall directs attention of all guests which leads 2curiosity of all its components i.e QR codes **#qrchat**

2011-05-09 12:35 am [QRMarkETennant](#) [@1680PR](#) **#qrchat** I always thought there was potential there. Get local sponsors involved. Maybe QR scavenger hunt to win tix....buy [@discount](#)

2011-05-09 12:35 am [LaurieDoxer](#) Call 2 action gr8r success? RT [@1680jlee](#): [@LaurieDoxer](#) Depends on the purpose of the content, but gen, interactive wins. **#qrchat**

2011-05-09 12:35 am [1680PR](#) Bingo. RT [@AboveTheStatic:...as](#) a big music fan, anything that instantly delivers artist connection or reward will excite. **#qrchat**

2011-05-09 12:35 am [gnosisarts](#) [@1680jlee](#) Well, you are rewarding them if you offer a discount they get by scanning. **#qrchat**

2011-05-09 12:36 am [1680PR](#) [@QRMarkETennant](#) Depends on what content value the static page holds **#qrchat**

2011-05-09 12:36 am [aldsaur](#) RT [@1680PR](#): Bingo. RT [@AboveTheStatic:...as](#) a big music fan, anything that instantly delivers artist connection /reward will excite. **#qrchat**

2011-05-09 12:36 am [gnosisarts](#) [@1680jlee](#) Some r just saying that it's kind of a bias against those who don't adopt the new technology **#qrchat**

2011-05-09 12:36 am [1680jlee](#) [@gnosisarts](#) The reward is just the incentive. It's not the purpose of the offer itself. **#qrchat**

2011-05-09 12:36 am [LaurieDoxer](#) SoMe wall? RT [@1680PR](#): RT [@aldsaur](#): [@1680PR](#) [@J\\_Nativo](#) Sounds like the SoMe wall experience critical to overall exp w/ QRcodes? **#qrchat**

2011-05-09 12:37 am [DecidedWorth](#) [@1680PR](#) If they're already at the venue, and you know who they are .. why reward at all ?? **#qrchat**

2011-05-09 12:37 am [gnosisarts](#) [@1680jlee](#) It's not the purpose to you: but it is to the customer. **#qrchat**

2011-05-09 12:37 am [aldsaur](#) [@LaurieDoxer](#) They have a social media wall at #clubnativo on display for all **#QRChat**

2011-05-09 12:37 am [1680jlee](#) [@gnosisarts](#) The offer is there to encourage people to want to use things like QR codes, and to want to interact with the SoMe wall. **#qrchat**

2011-05-09 12:37 am [QRMarkETennant](#) [@1680PR](#) **#qrchat** Really? So if the content on the static web page is cool, u in favor of linking to it fm #qrcodes ?

2011-05-09 12:37 am [MarkETennant](#) [@1680PR](#) **#qrchat** Really? So if the content on the static web page is cool, u in favor of linking to it fm #qrcodes ?

2011-05-09 12:37 am [gnosisarts](#) RT [@DecidedWorth](#): [@1680PR](#) If theyre already at the venue, and you know who they are .. why reward at all ?? <--- Exactly. **#qrchat**

2011-05-09 12:37 am [1680PR](#) [@LaurieDoxer](#) We installed a steel grid with flat screen monitors in lobby area called the Social Media Wall **#qrchat**

2011-05-09 12:37 am [AboveTheStatic](#) [@MarkETennant](#) Cheers, it's small but will be an interesting experiment if can convince. Would love to see on scale of [@LiveNation](#). **#qrchat**

2011-05-09 12:38 am [aldsaur](#) [@1680PR](#) [@1680jlee](#) can U tell us more about the SoMe wall? what does it show? **#qrchat**

2011-05-09 12:38 am [gnosisarts](#) [@1680jlee](#) So, do you have a similar offer for those who don't use QR or SoMe Wall? **#qrchat**

2011-05-09 12:39 am [1680PR](#) [@QRMarkETennant](#) Not "cool" content - valuable content. content the customer finds useful **#qrchat**

2011-05-09 12:39 am [LaurieDoxer](#) What if the qrcode links to edu page w fresh content, videos, etc? **#qrchat**

2011-05-09 12:39 am [aldsaur](#) [@GnosisArts](#) Why would they? They want the tech engagement. That is goal ATM cc [@1680Jlee](#) **#qrchat**

2011-05-09 12:40 am [1680PR](#) [@AboveTheStatic](#) we work with Live Nation artists **#qrchat**

2011-05-09 12:40 am [1680jlee](#) This. RT [@aldsaur](#): [@GnosisArts](#) Why would they? They want the tech engagement. That is goal ATM cc [@1680Jlee](#) **#qrchat**

2011-05-09 12:40 am [aldsaur](#) [@GnosisArts](#) at least that is how I understand it? cc [@1680Jlee](#) **#qrchat**

2011-05-09 12:41 am [gnosisarts](#) [@aldsaur](#) Yes, it may work for them, but for firms who have a lot of non-digital customers, u set up a reward system for the tekkies **#qrchat**

2011-05-09 12:41 am [aldsaur](#) [@gnosisarts](#) I suppose that is the issue with QRcodes. It is tech specific. We must know our audience **#qrchat**

2011-05-09 12:41 am [1680jlee](#) [@gnosisarts](#) The Offer is to encourage the use of our SoMeWall and QRs. A similar offer that doesn't use them would serve no purpose. **#qrchat**

2011-05-09 12:41 am [J\\_Nativo](#) [@aldsaur](#) [@clubnativo](#) Our SoMe wall runs a live twitter feed, facebook feed and is mixed with screens showing art/info about the htel **#qrchat**

2011-05-09 12:42 am [gnosisarts](#) [@aldsaur](#) And then the non-tekkies, many of whom have been more

loyal, over longer time, can feel slighted. that's my point **#qrchat**

2011-05-09 12:42 am [1680PR](#) The SoMe wall at #ClubNativo provides real-time socmed content central to the hotel/club interests. All essential elements are in it **#qrchat**

2011-05-09 12:42 am [QRMarkETennant](#) [@1680PR](#) **#qrchat** I knew it! You are the \$hit Ken....would love to be fly on ur conf room wall! lol....

2011-05-09 12:42 am [aldsaur](#) RT [@J\\_Nativo:@clubnativo](#) Our SoMe wall runs live twitter feed, fb feed and is mixed with screens showing art/info about the htel **#qrchat**

2011-05-09 12:42 am [1680PR](#) ...twitter, 3 tag streams, flickr, fb, 4sq, etc. Also features QR codes **#qrchat**

2011-05-09 12:43 am [gnosisarts](#) [@1680jlee](#) I hear what ur saying, but I think ur not getting my point. I'm pointing to a larger issue of customer loyalty **#qrchat**

2011-05-09 12:43 am [1680PR](#) [@QRMarkETennant](#) Humbled, sir. **#qrchat**

2011-05-09 12:43 am [1680PR](#) RT [@QRMarkETennant: @1680PR](#) **#qrchat** I knew it! You are the \$hit Ken....would love to be fly on ur conf room wall! lol.... **#qrchat**

2011-05-09 12:43 am [aldsaur](#) [@GnosisArts](#) gottcha. Sounds like U have had that issue. Must know target audience **#qrchat**

2011-05-09 12:44 am [LaurieDoxer](#) [@J\\_Nativo @aldsaur @clubnativo](#) Do you think a SoMe wall has a place in retail to edu consumer -new prod, technology, etc? **#qrchat**

2011-05-09 12:44 am [vilmabonilla](#) [@J\\_Nativo](#) the SoMe wall sounds awesome and innovative for a venue! I've used SoMe wall glam up events; a hip differentiator. **#QRchat**

2011-05-09 12:44 am [1680jlee](#) [@gnosisarts](#) I can understand where you're coming from with that, but I don't think I'm the right person to respond to that. **#qrchat**

2011-05-09 12:44 am [aldsaur](#) SoMe Wall at #clubnativo sounds awesome! RT [@1680PR](#): ...twitter, 3 tag streams, flickr, fb, 4sq, etc. Also features QR codes **#qrchat**

2011-05-09 12:44 am [1680PR](#) any other questions regarding our ops? **#qrchat**

2011-05-09 12:44 am [gnosisarts](#) [@1680pr @1680jlee](#) but I like what ur doing w/ QR codes in general. **#qrchat**

2011-05-09 12:44 am [aldsaur](#) RT [@LaurieDoxer: @J\\_Nativo](#) Do you think a SoMe wall has a place in retail to edu consumer -new prod, technology, etc? **#qrchat**

2011-05-09 12:45 am [1680PR](#) [@LaurieDoxer](#) Anywhere you can engage customers - no matter the method of delivery - maximizes your potential **#qrchat**

2011-05-09 12:46 am [1680PR](#) RT [@vilmabonilla: @J\\_Nativo](#) tSoMe wall sounds awesome & innovative 4 venue! Ive used SoMe wall glam up events; hip differentiator. **#qrchat**

2011-05-09 12:46 am [aldsaur](#) [@1680PR @J\\_nativo](#) How is adoption of #qrcodes and #SoMe Wall? **#qrchat**

2011-05-09 12:46 am [LaurieDoxer](#) Crap - I think I blocked someone by accidentn **#qrchat**

2011-05-09 12:46 am [vilmabonilla](#) No doubt! RT [@1680PR @LaurieDoxer](#) Anywhere you can engage customers - no matter the method of delivery - maximizes your potential **#qrchat**

2011-05-09 12:47 am [DaveChomitz](#) [@1680PR](#) I think I'm feeling more like [@GnosisArts](#) .. what are you measuring ? **#qrchat**

2011-05-09 12:47 am [milesaustin](#) [@LaurieDoxer](#) Thanks, and I know you did it on purpose! ;) just kidding. **#qrchat**

2011-05-09 12:47 am [1680PR](#) [@aldsaur](#) boosting weekend sales of hotel rooms and keeping people in #ClubNativo for drink specials. Also provides info about key.. **#qrchat**

2011-05-09 12:47 am [MarkETennant](#) **#qrchat** What's [@1680PR](#) is seeing now, whats hot? How r u using QR codes and social media strategies to promote yr clients? & who are they?

2011-05-09 12:48 am [LaurieDoxer](#) I think I blocked the guest. Can I unblock somehow? Using tweetchat. **#qrchat**

2011-05-09 12:48 am [aldsaur](#) [@1680PR](#) [@J\\_nativo](#) What kind of exp are you planning for hotel guests? More spots 4QRcodes? In b-room ;-)  
**#qrchat**

2011-05-09 12:48 am [1680PR](#) ...staff, celeb guests, featured mixologist and chef, new menu options...list is long!  
**#qrchat**

2011-05-09 12:48 am [gnosisarts](#) [@LaurieDoxer](#) You have to unblock in twitter, not tweetchat **#qrchat**

2011-05-09 12:48 am [aldsaur](#) QRCode use: RT [@1680PR](#): ...staff, celeb guests, featured mixologist and chef, new menu options...list is long!  
**#qrchat**

2011-05-09 12:48 am [prosperitygal](#) RT [@1680PR](#): ...staff, celeb guests, featured mixologist and chef, new menu options...list is long!  
**#qrchat**

2011-05-09 12:49 am [1680PR](#) Avg age of consumer, return bookings, menu preferences, etc. RT [@DaveChomitz](#): [@1680PR...what](#) are you measuring ? **#qrchat**

2011-05-09 12:49 am [1680jlee](#) [@aldsaur](#) Actually, we are working on some new spots for QR Codes, and Social Media interaction. Anyone go to SXSW this year? (hint)  
**#qrchat**

2011-05-09 12:49 am [prosperitygal](#) RT [@1680PR](#): [@LaurieDoxer](#) Anywhere you can engage customers - no matter the method of delivery - maximizes your potential  
**#qrchat**  
You tell em

2011-05-09 12:49 am [aldsaur](#) RT [@1680PR](#): Avg age of consumer, return bookings, menu preferences, etc. RT [@DaveChomitz](#): [@1680PR...what](#) are you measuring? **#qrchat**

2011-05-09 12:50 am [prosperitygal](#) [@aldsaur](#) I almost forgot, over here still working hard - oops **#qrchat**

2011-05-09 12:50 am [DecidedWorth](#) [@1680PR](#) I take then the scan is interactive, not just informative ?  
**#qrchat**

2011-05-09 12:50 am [aldsaur](#) [@1680jlee](#) I was at #SXSW ;-) Can you divulge more? :P **#QRChat**

2011-05-09 12:50 am [gnosisarts](#) We have about 10 mins left. If you have questions for our guest [@1680pr](#), please ask!  
**#qrchat**

2011-05-09 12:50 am [1680PR](#) [@MarkETennant](#) #clubnativo will be actually published case study in fall, so that will promote the project. **#qrchat**

2011-05-09 12:50 am [aldsaur](#) RT [@DecidedWorth](#): [@1680PR](#) I take then the scan is interactive, not just informative ? **#qrchat**

2011-05-09 12:51 am [aldsaur](#) Luv me a good case study RT [@1680PR](#): [@MarkETennant](#) #clubnativo will be actually published case study in fall. **#qrchat**

2011-05-09 12:51 am [1680PR](#) [@aldsaur](#) both, but we designed this stage of experience to bring customer to human contact for engagement with staff **#qrchat**

2011-05-09 12:52 am [MarkETennant](#) RT [@aldsaur](#): Luv me a good case study RT [@1680PR](#): [@MarkETennant](#) #clubnativo will be actually published case study in fall. **#qrchat**

2011-05-09 12:52 am [prosperitygal](#) RT [@1680PR](#): [@MarkETennant](#) #clubnativo will be actually published case study in fall, will promote project. **#qrchat** \*Love case studies

2011-05-09 12:52 am [1680jlee](#) [@aldsaur](#) Soon enough, but without certain things being set in stone, I won't be mentioning specifics tonight. **#qrchat**

2011-05-09 12:53 am [LaurieDoxer](#) My company is using qr codes on all promo pcs 4 product relaunch w new features. Thoughts 2b effective? **#qrchat**

2011-05-09 12:53 am [aldsaur](#) [@1680PR](#) Nice! Phases of mobile/ SoMe/ Tech engagement being rolled out #clubnativo **#qrchat**

2011-05-09 12:53 am [aldsaur](#) [@1680jlee](#) Got it! Thank you **#qrchat**

2011-05-09 12:53 am [1680PR](#) Exactly. RT [@aldsaur](#): [@1680PR](#) Nice! Phases of mobile/ SoMe/ Tech engagement being rolled out **#clubnativo #qrchat**

2011-05-09 12:53 am [gnosisarts](#) RT [@LaurieDoxer](#): My company is using qrcodes on all promo pcs 4 product relaunch w new features. Thoughts 2b effective? **#qrchat**

2011-05-09 12:54 am [LaurieDoxer](#) Wld love 2 know more re: SoMe wall. Example site? **#qrchat**

2011-05-09 12:54 am [1680PR](#) [@LaurieDoxer](#) if putting on mktg collaterals, make sure your mktg pro understands the purpose behind them & placement of **#qrchat**

2011-05-09 12:54 am [aldsaur](#) Good? is the Wall avail on website? RT [@LaurieDoxer](#): Wld love 2 know more re: SoMe wall. Example site? **#qrchat**

2011-05-09 12:55 am [1680PR](#) will promote actively by mid-summer. RT [@LaurieDoxer](#): Wld love 2 know more re: SoMe wall. Example site? **#qrchat**

2011-05-09 12:55 am [1680PR](#) [@LaurieDoxer](#) You may also reach out to us for hints or model of how we built it. **#qrchat**

2011-05-09 12:55 am [aldsaur](#) 5 min left w/ [@1680PR](#) on **#qrchat** Ask UR questions now!

2011-05-09 12:56 am [LaurieDoxer](#) Top purpose to use qrcodes & placement recommendation? [@1680PR](#) [@LaurieDoxer](#) **#qrchat**

2011-05-09 12:56 am [aldsaur](#) [@1680PR](#) Any guiding thoughts for QRCode use on tourism? **#qrchat**

2011-05-09 12:56 am [LaurieDoxer](#) Thx. Wld like 2 do that. RT [@1680PR](#): [@LaurieDoxer](#) You may also reach out to us for hints or model of how we built it. **#qrchat**

2011-05-09 12:56 am [1680PR](#) [@LaurieDoxer](#) Think of it as a Stop sign. Place them where they belong and to match purpose for being there... **#qrchat**

2011-05-09 12:57 am [1680PR](#) [@LaurieDoxer](#) ... Qr Codes shouldn't be novel, they should have purpose. **#qrchat**

2011-05-09 12:57 am [aldsaur](#) Nice!! RT [@1680PR](#): [@LaurieDoxer](#) Think of it as a Stop sign. Place them where they belong and to match purpose for being there. **#qrchat**

2011-05-09 12:57 am [DecidedWorth](#) RT [@1680PR](#): [@LaurieDoxer](#) Think of it as a Stop sign. Place them where they belong and to match purpose for being there... **#qrchat** <Nice>

2011-05-09 12:57 am [aldsaur](#) Good advice! RT [@1680PR](#): [@LaurieDoxer](#) ... Qr Codes shouldn't (just) be novel, they should have purpose. **#qrchat**

2011-05-09 12:58 am [AboveTheStatic](#) [@1680PR](#) Any current examples I can explore of your LN campaigns? Will dig in anyway but shortcuts welcome :-)  
**#qrchat**

2011-05-09 12:58 am [gnosisarts](#) RT [@1680PR](#): [@LaurieDoxer](#) ... Qr Codes shouldnt be novel, they should have purpose. <-- Agree **#qrchat**

2011-05-09 12:58 am [1680PR](#) [@aldsaur](#) Areas of interest info, additional site info, maps...so many great uses. **#qrchat**

2011-05-09 12:59 am [1680PR](#) [@AboveTheStatic](#) Will announce our entertainment uses this summer. For now, we can only talk about our tourism and hospitality **#qrchat**

2011-05-09 12:59 am [Sparkle\\_Agency](#) RT [@LaurieDoxer](#): My company is using qrcodes on all promo pcs 4 product relaunch w new features. Thoughts 2b effective? **#qrchat**

2011-05-09 12:59 am [LaurieDoxer](#) Thinking we r executing that way - with purpose. [@1680pr](#) **#qrchat**

2011-05-09 12:59 am [Sparkle\\_Agency](#) RT [@prosperitygal](#): RT [@1680PR](#): [@MarkETennant](#) **#clubnativo** will be actually published case study in fall, will promote project. **#qrchat**  
\*Love case studies

2011-05-09 12:59 am [1680PR](#) [@LaurieDoxer](#) Good for you! **#qrchat**

2011-05-09 1:00 am [aldsaur](#) Our hour with CEO of [@1680PR](#) & [@1680jlee](#) & [@j\\_nativo](#) is just abt

up. So #grateful 4UR time! ThankU **#QRChat**

2011-05-09 1:00 am [vilmabonilla](#) RT [@aldsaur](#): Good advice! RT [@1680PR](#): [@LaurieDoxer](#) ... Qr Codes shouldn't (just) be novel, they should have purpose. **#qrchat**

2011-05-09 1:00 am [1680PR](#) RT [@aldsaur](#): Our hour with CEO of [@1680PR](#) & [@1680jlee](#) & [@j\\_nativo](#) is just abt up. So #grateful 4UR time! ThankU **#qrchat**

2011-05-09 1:00 am [LaurieDoxer](#) That seems to be how its planned at least. RT [@1680PR](#): [@LaurieDoxer](#) Good for you! **#qrchat**

2011-05-09 1:01 am [gnosisarts](#) [@1680PR](#) [@1680jlee](#) Thank you both so much for sharing your time and knowledge with us! **#qrchat**

2011-05-09 1:01 am [1680PR](#) [@aldsaur](#) Thanks to all for having us this week! Feel free to reach out to me with any additional questions anytime. **#qrchat**

2011-05-09 1:01 am [gnosisarts](#) Feel free to stick around and chat afterwards. **#qrchat**

2011-05-09 1:01 am [aldsaur](#) Transcripts of **#QRChat** w/ [@1680PR](#) will be available on blog <http://qrchat.wordpress.com> this evening

2011-05-09 1:01 am [DecidedWorth](#) Thank you guys -very interesting tonight .. I love these discussions. **#qrchat**

2011-05-09 1:01 am [1680jlee](#) This was fun, I enjoyed being here, thanks everyone! **#qrchat**

2011-05-09 1:01 am [1680PR](#) [@gnosisarts](#) Honored to be here, sir. **#qrchat**

2011-05-09 1:01 am [LaurieDoxer](#) Thx 4 gr8 info. RT [@gnosisarts](#): [@1680PR](#) [@1680jlee](#) Thank you both so much for sharing your time and knowledge with us! **#qrchat**

2011-05-09 1:02 am [aldsaur](#) [@1680jlee](#) Thank U so much! I hope to see UR work first hand sometime soon #clubnativo **#qrchat**

2011-05-09 1:02 am [Sparkle\\_Agency](#) Anyone using QR codes to evolving offer pages? QR code on my business card is to a page online where I change the offer regularly ~ **#qrchat**

2011-05-09 1:02 am [1680PR](#) RT [@aldsaur](#): Transcripts of **#QRChat** w/ [@1680PR](#) will be available on blog <http://qrchat.wordpress.com> this evening #PR #1680PR **#qrchat**

2011-05-09 1:02 am [AboveTheStatic](#) 2am where I am and flagging rapidly. Thanks to [@1680PR](#) and all at **#qrchat**. Good night to you folks and the #usguys crew :-)

2011-05-09 1:02 am [J\\_Nativo](#) /agree RT [@1680PR](#): [@gnosisarts](#) Honored to be here, sir. **#qrchat**

2011-05-09 1:02 am [Sparkle\\_Agency](#) RT [@aldsaur](#): Transcripts of **#QRChat** w/ [@1680PR](#) will be available on blog <http://qrchat.wordpress.com> this evening **#qrchat**

2011-05-09 1:02 am [MarkETennant](#) [@1680PR](#) **#qrchat** #qrcodes Thanks a ton Ken. If ur ever in [@CLE](#) sir, look me up. I aint hard to find. Cheers, Mark

2011-05-09 1:02 am [milesaustin](#) Thanks to [@1680PR](#) team and of course [@aldsaur](#) and [@gnosisarts](#) for tonights chat. **#qrchat**

2011-05-09 1:03 am [1680PR](#) [@AboveTheStatic](#) Good night/morning! **#qrchat**

2011-05-09 1:03 am [aldsaur](#) [@J\\_nativo](#) Can't wait for my oppty to see #SoMe wall in action! #clubnativo **#qrchat**

2011-05-09 1:03 am [1680PR](#) [@MarkETennant](#) You bet! **#qrchat**

2011-05-09 1:03 am [1680PR](#) [@milesaustin](#) Great meeting you! **#qrchat**

2011-05-09 1:03 am [LaurieDoxer](#) Thx 2 all for great chat. Stilll want to know more ant SoMe walln **#qrchat**

2011-05-09 1:04 am [1680PR](#) [@aldsaur](#) When you come visit me this summer ;) **#qrchat**

2011-05-09 1:04 am [1680PR](#) [@LaurieDoxer](#) Send me your questions and I'll be happy to help. **#qrchat**

2011-05-09 1:05 am [prosperitygal](#) RT [@milesaustin](#): Thanks to [@1680PR](#) team and of course [@aldsaur](#) and [@gnosisarts](#) for tonights chat. **#qrchat** \*YES

2011-05-09 1:05 am [LaurieDoxer](#) [@1680pr](#) Will flw you 2 learn more. Thx 4 offering to contact direct.

2011-05-09 1:05 am [J\\_Nativo](#) **#qrchat**  
2011-05-09 1:05 am [1680PR](#) [@aldsaur](#) We can't wait to have you here #clubnativo **#qrchat**  
2011-05-09 1:06 am [1680PR](#) [@VilmaBonilla](#) truly honored to see you tonight! Cheers! **#QRchat**  
2011-05-09 1:06 am [J\\_Nativo](#) [@LaurieDoxer](#) \*thumbs up\* **#qrchat**  
Thanks for a great chat and best wishes to you all #clubnativo  
**#qrchat**  
2011-05-09 1:06 am [1680PR](#) Good night and Happy Mother's Day all :) **#qrchat**  
2011-05-09 1:06 am [aldsaur](#) ThankU sir! RT [@J\\_Nativo](#): Thanks for a great chat and best wishes to you all #clubnativo **#qrchat**  
2011-05-09 1:07 am [aldsaur](#) Woot! RT [@J\\_Nativo](#): [@aldsaur](#) We can't wait to have you here #clubnativo **#qrchat**  
2011-05-09 1:11 am [clubnativo](#) RT [@aldsaur](#): [@1680jlee](#) Great offline/ online engagement technique at [@clubnativo](#) Integrated experience **#qrchat**  
2011-05-09 1:11 am [clubnativo](#) RT [@aldsaur](#): So personal interaction + discounted pricing RT [@1680PR](#): Using [@ClubNativo](#) as example. Front desk staff direct guests **#qrchat**  
2011-05-09 1:12 am [LaurieDoxer](#) Thx 2 all 4 educational hour. Look fwd to joining you nxt week. Have a great one! **#qrchat**  
2011-05-09 1:12 am [clubnativo](#) RT [@aldsaur](#): RT [@J\\_Nativo](#):[@clubnativo](#) Our SoMe wall runs live twitter feed, fb feed and is mixed with screens showing art/info about the htel **#qrchat**  
2011-05-09 1:12 am [1680PR](#) RT [@aldsaur](#): [@J\\_nativo](#) Can't wait for my oppty to see #SoMe wall in action! #clubnativo **#qrchat**  
2011-05-09 1:12 am [1680PR](#) RT [@aldsaur](#): Luv me a good case study RT [@1680PR](#): [@MarkETennant](#) #clubnativo will be actually published case study in fall. **#qrchat**  
2011-05-09 1:13 am [Sparkle\\_Agency](#) RT [@clubnativo](#): RT [@aldsaur](#): [@1680jlee](#) Great offline/ online engagement technique at [@clubnativo](#) Integrated experience **#qrchat**  
2011-05-09 1:13 am [LaurieDoxer](#) Does the SoMe wall live on a website that the qr code directs the user to? **#qrchat**  
2011-05-09 1:13 am [vilmabonilla](#) [@1680PR](#) enjoyed **#QRchat** with you! Time well spent. :)  
2011-05-09 1:14 am [Sparkle\\_Agency](#) RT [@clubnativo](#) [@aldsaur](#) [@J\\_Nativo](#):[@clubnativo](#) Our SoMe wall runs live twitter & fb feed & mixed w/screens showing art/info abt hotel **#qrchat**  
2011-05-09 1:15 am [TheQRplace](#) RT [@LaurieDoxer](#) What if the qr code links to edu page w fresh content, videos, etc? **#qrchat**  
2011-05-09 1:15 am [TheQRplace](#) RT [@aldsaur](#) QRCode use: RT [@1680PR](#): ...staff, celeb guests, featured mixologist and chef, new menu options...list is long! **#qrchat**  
2011-05-09 1:15 am [TheQRplace](#) RT [@LaurieDoxer](#) Does the SoMe wall live on a website that the qr code directs the user to? **#qrchat**  
2011-05-09 1:15 am [LaurieDoxer](#) Wish i knew who i blocked. Lol RT [@GnosisArts](#): [@LaurieDoxer](#) You have to unblock in twitter, not tweetchat **#qrchat**  
2011-05-09 1:17 am [1680PR](#) You are a gem! RT [@VilmaBonilla](#): [@1680PR](#) enjoyed **#QRchat** with you! Time well spent. :)  
2011-05-09 1:18 am [LaurieDoxer](#) [@1680pr](#) What if the qr code links to edu page w fresh content, videos, etc? **#qrchat**  
2011-05-09 1:19 am [1680PR](#) [@LaurieDoxer](#) All sounds exciting to me and definitely purpose-driven, which is what we recommend. **#qrchat**  
2011-05-09 1:21 am [LaurieDoxer](#) [@1680PR](#) Have u done anything with custom qr codes? Promo in

various retailers. All 2 hv unique qrcode. **#qrchat**

2011-05-09 1:21 am [truemc](#) **#qrchat** hated to miss the conversation tonight. Got to have another Mother's Day celebration - no wifi, spotty 3G. Totally missed **#qrchat!**

2011-05-09 1:24 am [1680PR](#) [@LaurieDoxer](#) Don't know how "custom" you are referencing. We recommend simple, basic. Bells and whistles demote value/purpose. **#qrchat**

2011-05-09 1:39 am [LaurieDoxer](#) Thank you all, again. [@1680pr](#) I look fwd 2 hearing fr u re my q's. Appreciate ur time and willingness 2 help. **#qrchatn #qrchat**

2011-05-09 1:49 am [LaurieDoxer](#) Finished 1st **#qrchat**. Gr8! Do u use qrcodes & where do u like them 2 land? Likes??? Dislikes? Pls RT & reply.

2011-05-09 1:50 am [qrpowers](#) RT [@LaurieDoxer](#) Finished 1st **#qrchat**. Gr8! Do u use qrcodes & where do u like them 2 land? Likes??? Dislikes? Pl...  
<http://bit.ly/jPUnM1>

2011-05-09 2:10 am [aldsaur](#) [@truemc](#) we missed UR awesomeness! Enjoy UR Mom's Day **#qrchat**

2011-05-09 2:12 am [mobile\\_justin](#) Missed **#QRchat** but with an excuse: drove two hours to see mom on Mother's Day. Can't wait for the transcript.

2011-05-09 2:13 am [mobile\\_justin](#) Double agree RT [@gnosisarts](#): RT [@1680PR](#): [@LaurieDoxer](#) ... Qr Codes shouldnt be novel, they should have purpose. <-- Agree **#qrchat**