

THE DIGITAL LIFE

By Kendra Wright

Stay Productive in 2017!

“New Year, New Me” and new apps to simplify your 2017! Every year, it feels like there is just not enough time in the day to get everything done. But with the help of a few digital tools, you can work faster and smarter to free up some extra time in your busy schedule. Although I have shared productivity apps before, here are a few new ones to kick off a productive and successful 2017!

Chatfuel

Keeping up with Facebook during your event can fill up your entire day as attendees commonly Facebook message your page 24/7. There is now a way to answer all your attendee's questions without having to sit at the computer to respond by using *Chatfuel!* Chatfuel is an Artificial Intelligence (AI) bot platform for creating chatbots on Facebook Messenger. AI bots are a computer program designed to have a conversation with your attendees in Facebook Messenger. This program makes interacting with your attendees quick and easy by automatically answering their questions. This app would help insure that your attendee's questions are being answered and in a timely matter while freeing up time that you would otherwise spend manually responding. I would however take a quick glance through the messages to ensure that your attendee's questions were properly answered by the bot! Another bonus to this program is that it is FREE to use up to 100,000 conversations.



A key to staying productive is to eliminate redundant tasks. Have you found yourself spending way too much time trying to schedule appointments with vendors, sponsors, coworkers and everyone else? If so, you need to try Acuity Scheduling! Acuity Scheduling is an online appointment scheduling software that helps organize meetings and phone calls. Vendors can schedule

appointments and complete forms online. The major benefit to this program is that you will not have to spend time emailing back and forth to schedule a meeting or phone call, as this platform allows someone to see your availability and schedule a time that will work best for both of you. Acuity even offers automated email reminders to insure you don't miss an appointment. This program has had great reviews with starting prices at just ten dollars a month.



Do you hate keeping all your receipts and then spending hours entering in the data? *Expensify* is here to help. You will never have to fill out another tedious expense report again. Expensify allows users to track purchases through a mobile app or on your desktop. The process is simple, open the app and take a picture of your receipt and then Expensify will record all the necessary information. You can even forward any email receipts and it will scan the receipt and update your record with the receipt total and business name! Expensify can create reports, generate e-receipts for any expense bought on your account linked card, and it even provides simple analytics so you can track your spending habits. This app is FREE for individual owners and under \$10 per person for their team plans. You can save hours of your day by integrating this program into your daily activities.



Have you found yourself getting distracted and losing hours of productivity

due to cat videos and social media? Rescue Time is here to help you stay focused online. *Rescue Time* is a personal analytics service that tracks time spent on applications and websites and gives a detailed report on your day to day activities. Rescue Time is easy to use as it will run quietly and securely in the background, collecting your online habits. You can then see exactly how much time you spent on each app or website and compare each day's activities. Rescue Time offers a free version of its software so there is nothing stopping you from trying it out. Time management is key to having a productive day/year and Rescue Time is the perfect solution for managing your time.

There is not one definitive strategy to being productive, but if you resolved to make 2017 the year you accomplish more then try incorporating these programs above into your daily routine. Do you have any productivity apps or programs that you enjoy using? If so, let us know at marketing@saffire.com!

Kendra Wright started her career managing non-profit fundraising events. Then in an "about face," she took a job managing global Internet strategies at a Fortune 1000 company in 1995, just as the Internet came to being. She left that company in 1998 to found Wright Strategies, working with clients like KEEN Footwear, Nike, Jeep, Chrysler, Intel and Panasonic. Then in 2009, Kendra launched Saffire to do integrated online marketing and ticketing for hundreds of events, venues and destinations. It's been a wild ride! Kendra can be reached at kendra@saffire.com, and more information about Saffire can be found at www.saffire.com.