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TSNN ExpoFiles Newsletter
Thursday, December 16, 2010

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What's Happening on TSNN? Great Research!



The Trade Show News Network partnered with Onstream Media Corporation to release what is believed to be the trade show industry's most extensive report surrounding virtual events. This follows a thorough industry wide survey completed this year. The insightful 27 page report is available at no cost by simply clicking below.



2010 Virtual Event Show Report: Insights & Trends from Industry Insiders Revealed



This valuable industry report encompasses the most comprehensive and extensive survey data to date. It analyzes and assesses true market adoption, future spending and overall acceptance of virtual events.

Over 800 trade show industry professionals responded and 16 industry writers, bloggers and subject matter experts contributed commentaries to the report.

Key Findings:

- Revenue-generating potential.
- Comparison of physical events vs. virtual events.
- 74.8% deemed virtual events a success.
- Content is king: online video is the most desired feature.
- The green trend: virtual events enable companies to reduce their carbon footprint.

[Click here to get your complimentary copy.](#)



Onstream MEDIA **TSNN**



Tips, Tactics & Best Practices



Better Business Blogging in 2011

This helpful guide offers guidance and covers topics such as utilizing social media to find new readers, blogging with search engines in mind and thirty-five ways to market your blog – useful tips for the new year.

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The Huge Gap Between Reach and Trust

By Liz Strauss

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While contemplating the relationship between reach and trust consider the fact that we interact with thousands of people throughout our lives. With that in mind, if we were a corporation the number of interactions has the potential to grow into the millions. Most decision makers prefer to work with people they know and trust. The ability to reach millions with our message means hardly anything if they don't trust the people or place the message is coming from. Now that we work online even Google has been trying to figure out how to trust. Reach is not nearly as powerful as attraction.

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Technology

A Buyer's Guide to Mobile Applications

Designed to work as a comprehensive roadmap for event and trade show organizers wishing to adopt and optimize mobile applications for their events, the guide covers a range of relevant topics, including developing a mobile app strategy, choosing the right solution and provider, the pros and cons of native versus web-based apps, pricing models, revenue opportunities and best practices for organizing and optimizing the selection process. Click the banner below for your free copy.

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Does Size Matter with Virtual Events?

By Cece Salomon-Lee

While size is an important indicator of a platform's scalability, keeping the focus on other key factors remains critical when determining the value of virtual for your marketing and communications campaigns. For example, there are equally relative questions to consider like, what type of metrics are provided? What format are these metrics provided to me – excel data sheets or graphs? Are there lead scoring capabilities to identify A, B and C leads? If so, how does it work? Does the vendor help me to calculate ROI?

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The [Virtual Edge Summit](#) happening in Las Vegas, January 12-13, 2011 is the only event that provides marketing, meeting and learning professionals with the opportunity to learn first-hand from the most experienced producers of virtual events, meetings and online communities.

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Meetings, Conferences & Events

[Ten Tips on Moderating a Panel Discussion](#)

Is it true that panel discussions are replacing keynotes and solo break-out sessions by experts at conferences? It seems that meeting planners are choosing to put a panel onstage and hear from multiple points of view instead of risking a rock-star presenter - who might end up disappointing the audience. So, if you've been assigned to moderate a panel, there's a lot to be aware of. Here are ten things to keep in mind.



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Marketing Insight

[Why Your Event Marketing Strategy Needs To Include](#)

WOM And Individuals

By Jeff Hurt

Have we become immune and blind to the amount of information being spread around – including news regarding the conference and event industry and shows we would like to know more about? Reaching the “right people” is an art form – getting them to listen is even more difficult with all the interruptions and distractions surrounding us. Is “WOM” (Word of Mouth) and social networking the best way possible?

[Learn More](#)

Social Media

TSNN's LinkedIn Group is loaded with valuable news
[Joining TSNN's LinkedIn Group helps you stay connected, reach out today!](#)

Add your thoughts to this current discussion: [What is your #1 strategy for building a community?](#)

Five Ways to Develop Meaningful Linked In Connections

By Stephanie Sammons

If you are one of those professionals who setup an account on Linked In years ago but have rarely leveraged your contacts then maybe you can benefit from a couple of valuable and useful tips. This article will reveal five ways you can build meaningful relationships on LinkedIn that will lead to business opportunities.

[Learn More](#)

Seven Ways to Show Tweeters Some Love at Your Next Event

By Deana Goldasich

If you are a savvy and socially minded attendee they you already know Twitter is the most common network. All too often, that first Tweet requires the attendee search for your name on Twitter, note your Twitter handle and follow you. But how can we help attendees who tweet become more effective? How about shortening “tweet-time?” or declaring a “tweet-safe” zone?

[Learn More Tips](#)

[Tweet with us!](#) Submit your Tweets at #TSNN. Have you attended a great event recently? **Do you have an announcement you would like us to Tweet about?** Let us know by e-mailing dbushmakin@tarsus.com

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Is your booth a door to your business?

Trade Show Giveaways

Strange Love Makes for a Hit Promotion - From "Launchpad"

Culturelle's "I Love Bacteria" campaign received lots of love from customers due to an unusual promotion. Culturelle, a company that makes dietary supplements which aid in digestive health and immune-system functioning, was looking to promote its brand in a creative manner. The quirky giveaway met every one of the company's goals. "We grew our consumer database substantially, increased our out-of-home branding since our logo was on the back of the shirts, and even used the shirts as a giveaway that bloggers used to kick-start a program which educated consumers about Culturelle and probiotics," says Dave O'Brien, brand manager for Culturelle.



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Business Travel

Good-bye, Hotel Front Desk

By Joe Brancatelli



The roving check-in at Hyatt's Andaz hotels bypasses the front desk. Image: Courtesy of Hyatt Hotels

There is a much newer class of business traveler emerging and “youth minded” hotels are adapting and getting rid of a mainstay – the front desk. Therefore, the days of the traditional hotel front desk may be numbered. Now mid-market hotel chains are revamping their lobbies and replacing imposing front desks with little pedestals manned by customer-service agents.


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Job Postings

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Featured Events

International CES 2011

Show Type: Public Show
Las Vegas Convention Center
January 6, 2011 - January 9, 2011

World Future Energy Summit – WFES

Show Type: Tradeshow with Conference
Abu Dhabi
January 17, 2011 - January 20, 2011

ECLAT De Mode

Show Type: Tradeshow
Paris Porte de Versailles
January 21, 2011 – January 24, 2011

Las Vegas International Garden Expo

Show Type: Public Show
Las Vegas Convention Center
February 15, 2011 - February 17, 2011

7th Int'l Hydrogen & Fuel Cell Expo

Show Type: Tradeshow
Tokyo Big Sight, Tokyo Japan
March 2, 2011 - March 4, 2011

NAB 2011 – National Association of Broadcasters

Show Type: Tradeshow with Conference
Las Vegas Convention Center
April 9, 2011 – April 14, 2011



Event Organizers seeking more ideas on best practices for their events can access TSNN's enewsletter archive at http://www.tsnn.com/newsletter_archive.asp.

Do you have a story on a new and/or best practice that garnered successful results for your event? Whether it's sales and marketing, operations, customer service or any new idea that can benefit your peers in the industry, **WE WANT TO KNOW!** Send your ideas, stories or press releases to [Arlene Shows](#), tsnn.com online editor.

For advertising and sponsorship opportunities on TSNN, please contact [John Rice](#) (617-201-7088).

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