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**BOSTON.**  
MAKING CONVENTION HISTORY



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## Featured Article:

### *Social Media Smackdown: TS2 is IN the Zone and on the Net*

By Michelle Bruno

If you're going to TS2, which is co-locating again with IAEE's Mid-Year Meeting in Boston, grab a nice frock or your best button-down because you might make it onto the net in no time flat. The annual event will be a social media "Mecca" this year, complete with a Social Me-Jay, army of videographers, Tweeters lounge and an on-site video studio to capture speaker highlights for virtual attendees.

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TSNN invites all event planners, organizers and producers

to participate in our active [LinkedIn Group](#). Network and offer your voice concerning the changes happening in our evolving industry.

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### ● *ExCeL London Debuts \$250 Million Upgrade*

By Rachel Wimberly

Once the United Arab Emirates-based Abu Dhabi National Exhibition Center invested in the U.K.'s ExCeL London trade show venue two years ago, they took little time to begin upgrading it with an additional 32,500 square meters (349,827 square feet) of exhibition space, among other bells and whistles. The expansion cost nearly \$250 million, and the June 24 inauguration was attended by several luminaries, including London's mayor, Boris Johnson, and ADNEC's chairman, Sheikh Sultan Bin Tahnoon Al Nahyan, as well as ExCeL and ADNEC board members and other leading figures from the U.A.E. and U.K. public and private sectors.

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### ● *Tokyo Motor Show Downsizing Again*

By Jerry Garrett

The "Tokyo Motor Show" has continued its descent from the ranking of major auto shows. The producers claim they are moving it to a smaller site, shortening the show's duration and changing its date. At one time this was the largest and most prestigious auto show in Asia, and fairly filled Makuhari Messe. It has been outshined by Auto China, which alternates each year between Beijing and Shanghai.

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### ● *A Media Maker's Event Kit*

By Chris Brogan

I blog and shoot video at events I attend, whether or not I'm part of the official team. Think about it: there are all these really great people attending an event, who would make for great content for your space. Why wouldn't I try to tap into those minds? And in today's world, it's a lot easier to travel and make media because everything is smaller and lighter. Here's what I pack for events, with the mindset of a media maker...

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### ● *Stop Wasting Time on Social Media*

By Karen E. Klein

*"Boston is known"*

Why aren't small business owners getting the most out of such tools as Facebook and Twitter? Karen E. Klein claims "Most entrepreneurs know they should be using social media, but beyond establishing a Facebook page and a Twitter account, they're kind of lost." What are they doing wrong? BNI.com's Ivan Misner explains and offers tips.

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