

# The Informer - News You Can Use

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**BOSTON.**  
MAKING CONVENTION HISTORY



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The Ultimate Event Resource



## Featured Spotlight: Mr. Chris Brogan



Chris is the President of [New Marketing Labs, LLC](#), and New York Times bestselling author of Social Media 101. He writes about business and marketing at [chrisbrogan.com](http://chrisbrogan.com) [Social Media 101](#).

## The Informer: How Does Social Media Users Prep for an Event?

**Mr. Brogan:** Between running, speaking at, and attending shows, I hit well over 150 events a year. You read that right: one every two days, averaged out. I'm gearing down a bit for 2011, but with that kind of pace, I'm able to pick up some tricks about how to get the most out of my event participation before and after the event using social media. (And sometimes, when I say "I," you can have your assistant do some of this, too, if you have an assistant.) Before I attend an event I scout out the territory, then I.....

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## III. Gov. Quinn Rebuffs Chicago Labor Bill

From [tsnn.com](#)

Ill. Gov. Pat Quinn issued an amendatory veto of Senate Bill 28, which called for a significant labor overhaul at Chicago's McCormick Place and Navy Pier, and returned it to the Illinois General Assembly with revisions. The revisions call for comprehensive reform within McCormick Place and also call for an elimination of a proposed tax increase that Quinn said in a statement "will hurt Illinois' transportation and convention businesses." In Quinn's amendatory veto message to the legislature, he stressed the importance of the convention and tourism industry to Illinois' economy, and he said his reforms will protect those businesses and create more "good-paying jobs for everyday people." In the statement, Quinn also urged the General Assembly to...

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## NBC Turns Television into a Social Media Game

From [mashable.com](#)

NBC recently unveiled a new network loyalty program in which social media plays a leading role. [Fan It](#) is a social media platform with myNBC (NBC's online community for fans.) Facebook, Twitter, MySpace and Foursquare integrated in and the program rewards users who promote, interact and discuss NBC shows. This creative endeavor is a network-wide initiative designed to leverage the presence of show fans on social networks. It motivates and attracts them with points for engagement with content. For example, fans watch videos on NBC.com, chat and recruit friends and then the points earned can be cashed in for prizes.

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## Great Ideas to Make Green Meetings Fun!

From [Eventcoup.com](#)

If you are searching for realistic ways to get "rooted" in the green movement and make your next event eco-friendly there are ways to accomplish this while engaging attendees, suppliers and exhibitors (while making it fun at the same time.) Try green group

activities and team building like geo-catching, high tech treasure hunts or making center pieces with recycled materials. Another idea is to encourage and award attendees by throwing a carpool contest. Then award the members who do it by giving them a pin and let them be the first ones in the buffet line!

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● **Lygase RFID Solutions Uses a Passive RTLS to Track Event Attendees**

From [RFID Journal](#)

Lygase's recent debut of the [SmartEvents™](#) system on April 14-16 at the Orange County Convention Center, Orlando Florida was a welcomed addition to the floor and deemed a success by the exhibitors and the Trade Show Organizer. [Lygase](#) witnessed a strong mix of exhibitors and attendees who were interested in the solution and agreed the value that the data provides is the business intelligence gleaned from it. Today exhibitors and marketing teams are challenged in capturing that type of business intelligence, which they can use to maximize booth performance and exhibit booth staffing. Lygase SmartEvents™ is a premier example of how RFID can be used to automate a number of processes typically executed in a manual fashion. The SmartEvents™ system will be used to automate marketing, and improve the vendor and attendee experience.

[Click here](#) to view the live footage captured at the show.

[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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Are you an Organizer that would like to be featured in the spotlight? Do you have an interesting story to submit? If so e-mail Arlene Shows, Editor at [ashows@tarsus.com](mailto:ashows@tarsus.com)

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