



**TSNN ExpoFiles Newsletter**  
**Thursday, November 4, 2010**

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## Tips, Tactics & Best Practices



### Why Influence Mining is the Next Gold Rush

By Jay Baer

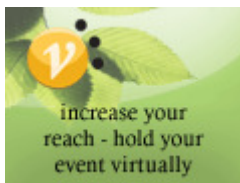
Influence identification is valuable and the data that encompasses it can help us identify decision makers, but where do you find it? There is a new field of marketing and customer service emerging – influence mining, which has the potential of outdating methods most of us currently use. Here are three interviews covering viewpoints to help clarify.

[Learn More](#)



### Three Brain-Based Ways to Make a Presentation Memorable

By Dan Yaman



Unless information is delivered in a fresh and compelling way (at regular intervals) a typical audience attendee will tune out during a presentation. It's not something we want to do; it's the limitations of the working memory that makes the mind wander ever 5-7 minutes. Adding emotion and stories can enhance the experience and make a presentation engaging and memorable. In this way the content is remembered and the audience leaves energized.

[Learn More](#)



## What's Happening on TSNN?

The [inaugural TSNN Event Excellence Awards and Dinner](#) will kick-off on the evening of Wednesday, 11-10-10 – at the culmination of the [MTO Summit in Washington D.C.](#)



**The Distinguished Leadership Award** for special achievement in the industry will celebrate the work of a true icon in the business and will be presented at the dinner to: Bob Harar, Founder and Chairman of National Trade Productions.

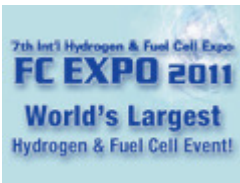
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MTO Summit: Look Who's Attending! Are You?

From Nov. 9-10, several of the top show managers in the industry will be meeting at the Hilton Alexandria Hotel for the [MTO Summit - "Technology: It's Time to Execute"](#).

Chris Brown, executive president of the National Association of Broadcasters, Jason McGraw, senior vice president of InfoComm International, and Larry Schur, president of ABC Kids Expo, among many others, will be on hand for the two-day conference that culminates at the [TSNN Event Excellence Awards](#) November, 10, 2010.

SEE WHO'S ATTENDING!

[Learn More](#)

The "Bring Your Own Device" Policy

By Mark Lowenstein

For many years, the information technology department at Western Union had a policy of issuing and supporting only BlackBerry devices for its mobile workers. Then this September, a new CEO, Hikmet Ersek, took command and things changed. Learn how security and freedom can clash when companies decide which smart phones their workers can (and cannot) use.



Credit: Technology Review

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MGM Convention Center Las Vegas  
January 12 & 13



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fashion jewellery

The Virtual Edge Institute has announced a series of sessions geared for the trade show and association community at its [Virtual Edge Summit](#), to be held January 12-13, 2011 in Las Vegas. "Virtual events and environments are exploding in the association and trade show arenas," says Michael Doyle, Executive Director of the Institute. "We want to help producers with best practices, case studies and real-life examples of what a virtual event should be. More than general discussions about what a virtual event is, we'll drill down into the details of financial models, audience acquisition, sponsorship sales and engagement techniques."

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## Meetings, Conferences & Events

### Are Your Attendees Just Pretending?

Repetition and familiarity are not your friends when you are trying to make your event stand out. As a show organizer have you earned the attention of your attendees or are they just pretending to be engaged? What innovative ways have others used to captivate attention?



[Learn More](#)

### The Event Industry Bounces Back - Veteran Planners Redefine Expectations and Focus on Relationships

In a turbulent year for our industry, the International Special Events Society's Eventworld conference came to Baltimore. Nearly 500 ISES members from around the world gathered. As expected, the state of the industry was a hot topic and crept into many conversations and presentations. As panelist Sally Webb stated "The industry has changed beyond recognition, and we are no longer just party planners or event managers, but we are in the business of delivering messages, and companies will always have a need for that."

[Learn More](#)



## Social Media

### 5 Tips for Dealing with Complaints on Twitter

We have all experienced it at one time or another – an unhappy customer and social media is just one platform in which it can occur. There is no secret recipe for dealing with complaints on social media, but there are some helpful tips you can put into play.



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### We have officially reached 3,500 members in our valuable Linked In Group!

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**Add your thoughts to this current discussion:**

[What creative tactics do you use to attract key buyers and attendees to your event, conference or show?](#)

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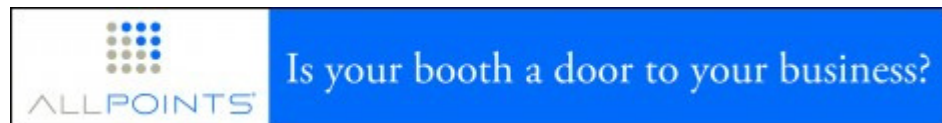
### 20 Reasons Why You Shouldn't Use Social Media

By Jeff Bullas



- You are a traditionalist and value the “good old days”
- You don't want to be found
- You don't want to be heard
- You have shares in the “Yellow Pages”
- You highly value your perceived privacy

[Learn 15 More Reasons](#)



## Trade Show Giveaways

For Harrison HealthLink, time was of the essence when it set out to launch a direct mail campaign to promote its electronic record services to hospitals. With all hospitals required to shift to online records for patients, competition had gotten fierce between providers of these services.



Harrison worked with Orbit Direct Creative Marketing to develop Harrison's logo and its tagline, "For the Way You Practice Medicine," and to create a direct mail campaign targeted toward 500 medical professionals in the Kitsap Peninsula area of Washington.

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## Marketing Advice

## Old Spice's Teachable Moment for Content Marketing

By Heidi Cohen

Effective content marketing drives search optimization along with sales. However, if you truly want to grasp the concept of how it works take a close look and compare two YouTube campaigns - Old Spice and Cisco. These examples make the case for generating actionable content that's relevant to a targeted audience.

[Learn More](#)

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## Job Postings

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## Featured Vendors & Venues

### [Adjuvant Expos](#)

1904 Vintage Drive  
Corinth, Texas 76210  
972-499-7500

### [AllPoints Research, Inc.](#)

200 West First Street Suite 100  
Winston-Salem, NC 27101  
336-896-2200

### [Boston Convention and Exhibition Center](#)

Two Copley Place, Suite 105  
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1-800-619-6101

#### [Exhibit Resources](#)

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919-832-4700  
1-800-444-1858

#### [ExpoCad](#)

69 South LaSalle Street  
Aurora, IL 60505  
630-896-2281

#### [GES Exposition Services](#)

950 Grier Drive  
Las Vegas, NV 89119  
702-263-1500

#### [Las Vegas Convention and Visitors Authority](#)

3150 Paradise Road  
Las Vegas, NV 89109  
702-892-0711 or 877-847-4858

#### [Meeting Tomorrow](#)

4433 N. Ravenswood Ave.  
Chicago, IL 60640  
1-877-633-8866

#### [Morgantown Event Center](#)

Three Waterfront Place  
Morgantown, WV 26501-5958  
304-581-2810

#### [Promotions Depot](#)

P.O. Box 672  
Melville, NY 11747  
1-888-776-6660

#### [The Donald E. Stephens Convention Center](#)

5555 N River Rd.  
Rosemont, IL 60018  
847-692-2220

#### [vConference Online](#)

Virtual  
520-760-2400

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## Modular Displays

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### Featured Events

#### [18th National Quality Education Conference 2010](#)

Show Type: Conference  
 Rosemont – Chicago, IL  
 November 7, 2010 - November 9, 2010

#### [G2E- Global Gaming Expo](#)

Show Type: Tradeshow with Conference  
 Las Vegas Convention Center  
 November 15, 2010 - November 18, 2010

#### [IAEE's Annual Meeting & Exhibition](#)

Show Type: Tradeshow with Conference  
 New Orleans, LA  
 December 7, 2010 - December 9, 2010

#### [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

#### [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

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Event Organizers seeking more ideas on best practices for their events can access TSNN's newsletter archive at [http://www.tsnn.com/newsletter\\_archive.asp](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.



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