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Thursday, April 7, 2011

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Trends, Tactics & Best Practices

**If you want a
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Enough of Slow Death Conferences!

By Jeff Hurt

When Chris Brogan made the point that people want “tried and true” recipes to solve their problems (quick and easy too) he also pointed out it can often lead to imitators who neglect to throw their own creative ingredients into the mix. A piece of advice? Stop being boring, think of the future and do not overuse those old recipes!

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Ten Trade Show Exhibit Best Practices

By Darrell Zahorsky

Trade shows continue to be big business. According to The Center for Exhibition Industry Research (CEIR), business-to-business spending for trade shows is third to advertising and promotion. Even while considering websites, emails, phone calls and social media channels, trade shows offer a real opportunity to build relationships with face to face contact. Every business can use a little more of that to deepen relationships - along with extra tips on how to get there!

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Advice to Buyers going to a Trade Show: Do not Visit your own Merchandise

By Alan J. Zell

A seasoned event veteran shares six guidelines to use as “best practices” while attending trade shows. For example, it is advised to walk the entire show floor four times, compare similar businesses in your industry and how taking orders at a show is ill advised.

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Technology

MTO Summit Chicago was the Place to Be for Event Technology

Technology award winners were announced, the value of virtual events were addressed and the future of mobile applications were discussed (and some fun networking occurred too!)



[Click here to view.](#)

[Learn More about the MTO Tech Award Winners](#)

19 Definitions of a Virtual Event

By Cece Salomon-Lee

There are no "standard" definitions of what virtual events are today and where they will be tomorrow, but these explanations shed some light on deeper meanings and how industry peers view them. What is your definition? Commentary is welcome.

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Workplace Tips

Time Management

The technologies created to make life (and business) easier often times have made it more difficult to manage our time and focus on accomplishing work. Instead of helping us work, these technologies often distract us from it (haven't we all been there?) Would you like to avoid this trap? Learning to say "no", building gaps into your schedule and under committing and over delivering are part of the formula.

[Learn More Tips](#)

What's New on TSNN?

A DataSite – Listing The Top 250 US Trade Shows in 2010



[Click Here](#) to see who ranked in the Top 250 US Shows for 2010

Asia Exhibition News

A new (free) in-depth trade show e-newsletter covering the Asia-Pacific Region.

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Marketing Help

Innovation Now

By Mike Hamilton

A Fleischmann Hilliard study of corporate taglines which debuted in 2009 found “innovate/innovation” to be one of the top ten most frequently used words – and it is still popular. But why do many people (including banner stands and displays) utilize this word in the past tense? This is not wise branding since we want our messaging to speak to the future, don't we?

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The Black Book of Trade Show Numbers

“Let's Talk Trade Shows” has created an information rich package which answers the age old marketing questions: Should we exhibit? Did we do any good?

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Social Media Advice

Got Friends? Social Media Case Studies That Even a Luddite Will Love

By Michelle Bruno

Many trade show and conference organizers, especially those without social media strategists on the payroll, have difficulty deciding if, when and how to use social media. Still, there are break-out organizations making headway with consistent use of social media channels before, during and after events. A baseline has emerged that can serve as a roadmap for organizations new to the social media game or those that want to compare notes.

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TSNN's LinkedIn Group is loaded with valuable news and discussions.


[Joining TSNN's LinkedIn Group helps you stay connected and informed.](#)

Add your thoughts to this current discussion: [Share Your Trade Show – War Story: Okay let's be honest we all like to brag about the successes we've had, at launching or exhibiting at a show.](#)

[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 Arlene Shows at: ashows.tarsus@gmail.com

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Trade Show Giveaways

Coalition Aims To Make Apparel Industry “Greener”

According to the Advertising Specialty Institute (ASI) - the Sustainable Apparel Coalition (SAC) intends to develop improved sustainability strategies and an index to measure and evaluate "green" performance in the apparel industry. They will be evaluating and scoring businesses on things like worker conditions and water and chemical usage. The SAC's 30 or so founding members include companies like Walmart, Target, J.C. Penney, Timberland and Nike.

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Employment Networking and Job Postings

Carefully Choose Your Networks

By Yvonne LaRose

Networking sites are all over the place, often replacing the older communities that traded valued advice on discussion boards, assisted job seekers and helped recruiters find talent. So how do you feel when you discover the person you're talking to on a social media site is actually trying to sell you something that isn't even related to the reason why you're involved with this online community? Would you consider this an abuse of resources?

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[Exhibit Resources](#)

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[GES Exposition Services](#)

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[Las Vegas Convention and Visitors Authority](#)

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Las Vegas, NV 89109
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Featured Events

[The Visions Woman's Expo](#)

Show Type: Public Show
Irving Convention Center at Las Colinas
April 8, 2011 – April 10, 2011

[NAB 2011 – National Association of Broadcasters](#)

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

[F&B at G2E- Global Gaming Expo](#)

Show Type: Tradeshow

Las Vegas Convention Center
October 3, 2011 – October 6, 2011

[THE Recruiting Conference](#)

Show Type: Tradeshow and Conference
InterContinental Chicago O'Hare
November 1, 2011 – November 3, 2011

[2011 MRS Fall Meeting & Exhibit](#)

Show Type: Tradeshow with Conference
John B. Hynes Veterans Memorial Convention Center
November 29, 2011 – December 2, 2011

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

Show Type: Tradeshow with Conference
Las Vegas Convention Center
December 6, 2011 – December 8, 2011



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

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