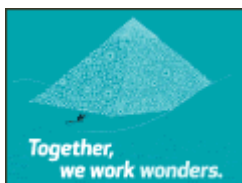




TSNN ExpoFiles Newsletter
Thursday, October 21, 2010

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Best Practices

15 Excellent Corporate Blogs To Learn From

By Erica Swallow

Do you know any corporate blogs that really stand out from the rest? Many factors go into building an exceptional space - theme, topics, audience, content, design, writers, multimedia, promotion, writing style, comment policies, and so on.



[Learn More](#)



7 Aspects of Highly Effective Presentations

The first tip? Be proactive – presentation skills are crucial in today’s business world. Reading about effective presentations, grooming your technique by watching and duplicating interesting presenters will create synergy for the audience and help your career at the same time.



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Tips On Trade Show Etiquette And How To Be The Coolest Booth On The Block

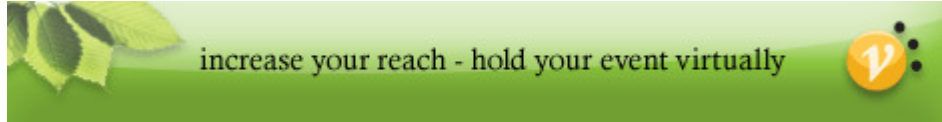
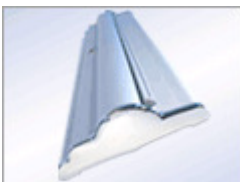
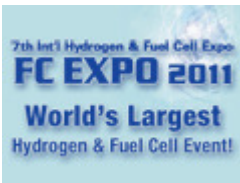
By Emily Levant

What are some of the secrets behind trade show success? What do trade show booth visitors want to talk about? How can you keep the traffic up? Having an eye-catching display, offering something “different” and looking professional but approachable are all recommended.



[Learn More](#)





Technology

The Mobile Internet Report

Morgan Stanley's global technology and telecom analyst team set out to do a deep dive into the rapidly changing mobile Internet market. They created a data-rich, theme-based framework for thinking about how the market may develop. View the key takeaway points in this data-rich resource.

[Learn More](#)



MTO Summit Features Stellar Speaker/Session Lineup; Launch of TSNN Event Excellence Awards

This year's MeetingTechOnline MTO Summit, the premiere event technology conference scheduled Nov. 9-10 at the Hilton Alexandria Hotel in Washington, D.C., will not only feature a stellar lineup of speakers and sessions, but also the launch of the TSNN Event Excellence Awards. "We are excited with the content, speakers and sponsor participation for the upcoming MTO Summit," said Stephen Nold, founder of the MTO Summit.



[SEE WHO'S ATTENDING!](#)

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Outdoors and Out of Reach, Studying the Brain

By Matt Richtel

Tap into a fascinating study from the New York Times examining how a deluge of data can affect the way people think and behave. Follow along on a primitive trip with a sophisticated goal in mind - to understand how heavy use of digital devices and other technology changes how we think and behave, and how a retreat into nature might reverse those effects.

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Meetings & Events

The Big Shift In The Events Industry

By Lara, from ready2spark

What happened to the strong distinction between the special event, wedding, trade show, conference and meeting industries? They are all unique with their own affiliations, specialized publications, distinct vendors and industry leaders. There may have been some overlap, but for the most part they were distinct silos on the vast land of the events industry – until social media came along...

[Learn More](#)

How To Create Content That Engages At Face-to-Face Meetings

By John Nawn

Content is just as important for in-person meetings as it is when offered through online marketing programs. Great content, whether packaged through a formal session or an informal water cooler conversation is the lifeblood of a successful meeting. Keeping certain design principles in mind while creating content strategies for a conference, meeting or event should be integrated into every plan.

[Learn More](#)

Are Your Speakers Promoting Your Conference?

A good marketing practice for promoting yourself is through speaking. Speakers who promote the shows they are asked to speak at on a large scale create a win win situation for a conference. Why? Because you get the chance to be seen as the expert and the conference gets your content to provide to their attendees. The latter part of that statement is the most important.

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What's Happening on TSNN?

MTO Tech Awards: Call for Entries

MTO Summit announces the MTO Tech Awards honoring technology providers in the trade show, conference and meeting industry. A single winner will be chosen in each of the following categories...



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Social Media

Our LinkedIn Group is close to 3,500 members!

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Joining will help you network and stay informed with knowledgeable Trade Show Industry professionals like yourself.

Connect, learn and grow!

Add your thoughts to this current discussion:

[Does anyone know of any reason why email addresses of attendees should NOT be included when giving attendee lists to your exhibitors?](#)

Incorporating Social Media Into Your Event Marketing Strategy

By Kent Emeson

As we all try to pull out of the current economic state, it's no secret that event marketers are having a tough time maintaining attendance levels and augmenting revenues. One way they can overcome these challenges is by adding social media to their marketing mix. How? Learn from an expert....

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8 Can't-Live-Without Tools For Event Social Media Management

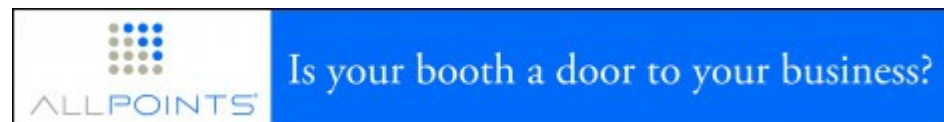
Care to share the social media tools you find the most valuable? What do your peers recommend? Do you find "Hootsuite" helpful? Can you live without "GoogleAlerts" or "BackTweets"?

[Learn More](#)

[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



Trade Show Giveaways

Cancer Campaign Is Online and on Target

By Jennifer Vishnevsky

Business tip – narrow your focus. In this case study from ASI you will see how Jane Munro, President of "As You Wish Promotions" started working with Fox Chase Cancer Center (FCCC.) She learned early on that they would be more than just a regular client. In the early part of the year she worked to launch "Love Versus Cancer," a campaign geared for FCCC to connect with its patients and families. She started by building relationships at hospitals and it grew from there.

[Learn More](#)



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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, 2010 - 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

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.

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](mailto:Arlene.Shows@tsnn.com), tsnn.com online editor.

For advertising and sponsorship opportunities on TSNN, please contact [John Rice](mailto:John.Rice@tsnn.com) (617-201-7088).

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