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TSNN ExpoFiles Newsletter
Thursday, February 17, 2011

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What's Happening on TSNN?

Join Eric Ly, Co-founder of LinkedIn for a Complimentary Webinar

Would you benefit from the knowledge of Eric Ly, Co-founder at LinkedIn? (Couldn't we all?) Eric was founding CTO and VP & his work helped LinkedIn achieve a user base reaching more than 80 million while enabling the company to reach profitability.

As a precursor to the [MTO Summit Chicago](#) (a two-day event technology conference, March 21-22) Eric will speak in a [free webinar](#) (3-1-11 at 1pm EST) to Trade Show Organizers and Event Managers about applying LinkedIn success to our industry. He will be the keynote speaker at the Summit also.



[Register now](#) and submit questions to Eric ahead of time.

Trends, Tactics & Best Practices

Five Lessons of Enchantment from @GuyKawasaki

Iconic business' like Apple, Zappos and Virgin America have been successful in creating the feeling of enchantment in their customers' minds, but how? Hubspot was lucky enough to interview Guy Kawasaki recently and ask him five important questions about enchantment and its role in transforming a business, like "What are your top 3 tips for marketers out there that want to make their companies and products more enchanting?"

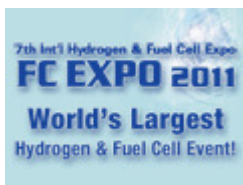
[Learn More](#)

When in Rome

Are there trends happening in Europe and around the world that may transform trade shows as we know them? Change can be beneficial and studying what works in other countries may help us to tweak our own strategies. For example, European shows have longer show schedules but choose more intimate settings.

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Technology

Coordinating Marketing Analytics between Mobile Apps and Live Events

Considering many prospective customers are on the road these days it is important to target them correctly on their playing field. Developing creative mobile applications to be used on cell phones or iPad's to extend product portfolios and build brand awareness should be part of the plan nowadays. Branded games, digital brochures and creative marketing tools are unlocking new opportunities.

[Learn More](#)



Meetings, Conferences & Events

Goal Setting: Consider Needs and Wants

By Robyn Davis

Setting the goals that will impact your next event's results do not have to be difficult. In this article, an experienced event hostess explains why she recommends two specific goals to her clients and how you can implement them before your next trade show. Now, you too can choose appropriate events, motivate your staff, and identify the most effective marketing tools by



customizing these goals to fit your situation.

[Learn More](#)



Marketing Insight

Gaining *Leverage* on Life-Time Value

By Roger B. Wilson, Jr.

Deepening relationships and truly engaging our customers are what make a buyer commit and “fill their need.” A recent *Razorfish* study indicated the most important engagement channels are “transactional email, company websites, traditional word-of-mouth and face-to-face conversations with a company representative.”

[Learn More](#)

Social Media

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: [What can be done if you feel \(and you know and even can proof\) that the General Contractor has charged your Credit Card too much? How do you get your money back?](#)

How to Activate Viral Campaigns (or Why Social and Sharing Are Not the Same)

By Ben Straley

How can you take your social media campaign to the next level? How can you influence your followers and fans on Facebook and Twitter (along with bloggers) to start sharing your content and help it go viral? Here are three tips to motivate your *key influencers* to share more often, so you can increase the effectiveness of your social



campaigns. The bottom line is that creating and publishing social media content is not enough today, you need “super-influencers” to help the process along.

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



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Is your booth a door to your business?

Trade Show Giveaways & Promotions

Flexing Its Muscles

By Betsy Cummings

What is the best approach to create buzz around an upcoming movie release? The creative team from “Bankston and White” thought outside the box on this movie promotion and rather than giving traditional T-shirts to members of the press covering the movie they had a more radical idea. They suggested that the movie’s marketers should have the shirts shrink-wrapped and compressed into the shape of guns, playing into the movie’s theme to make a bigger impact on T-shirt recipients.



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7th Int'l Hydrogen & Fuel Cell Expo **World's Largest Hydrogen & Fuel Cell Event**
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Featured Events

7th Int'l Hydrogen & Fuel Cell Expo

Show Type: Tradeshow
Tokyo Big Sight, Tokyo Japan
March 2, 2011 - March 4, 2011

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

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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's Marketing Manager.

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

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