



January/February 2010

A newsletter of the Washington, D.C. Chapter of the International Association of Exhibitions and Events

[www.dc.iaee.com](http://www.dc.iaee.com)

## Inside

Notes from the Board

2

Mark Your Calendar

3

New Members

5

Connect with the DC Chapter

5

Nov. & Dec. Events

6

Shooters

11

...and more

## 13 Tips on Social Media Marketing for Events

### The Art of Event Social Media Marketing

By Stephen Nold,  
Advon Technologies

#### Social Media is not Social Media Marketing

There is a lot of confusion in our industry with social media (the tools used to create online communities), social media marketing (the tools used to promote messages into those communities), and inbound marketing (invitations to community members on content as a way to increase brand awareness and visibility).

#### The Hype of Social Media Marketing

Our industry is always looking for a more effective way to market tradeshows and events. Recently the hype and buzz has been around social media. Yet while 70% of our industry has adopted some form of these tools, few have a clear understanding of these solutions and even fewer have

a clear plan on how to turn on-line communities into valuable organization assets.

Social media marketing (or new media marketing) is the next new shiny toy that everyone is discussing. Digital meetings network and connect people as social media promises to recruit attendees, engage potential exhibitors and market our events. With the reach to a large number of prospects in online communities with minimum resources, this approach has created confusion in our industry. So what is the myth versus the truth behind this new marketing strategy?

#### Social Media Marketing Works

Social media marketing can find new customers. Dell computers successfully generated over \$3 million in outlet sales through 1 million Twitter followers in 2008. The National

*Continued on Page 4*

# NOTES FROM THE Board

## A New Year Brings a New Beginning



**Susan Bennett**  
Chair

Were you ready to kick off 2010? Were you, like me, secretly counting down the days until December 31<sup>st</sup> so that you could put all the trials and tribulations of 2009 behind you?

The New Year provides us an opportunity to reflect on the past year while renewing our optimism and hope for a better future. In William S. Kane's book, *Thriving in Change*, there is a quote "Life is 10% of what happens to you and 90% of how you react." 2009 felt more like the other way around...90% of life happened and I had a 10% impact on how to affect it. As we begin 2010, I am looking forward to the endless possibilities that adversity creates.

Our chapter survey results showed that networking and education were the key reasons for your membership in the IAEE DC Chapter; however, budget and time constraints had a significant impact on your participation in the chapter. We are listening and as your Chapter leaders, we are committed to continuing to bring relevant content to the education programs, fostering peer-to-peer networking, and providing leadership opportunities. Our challenge is to provide them in an affordable and creative manner. We will be exploring new and inventive methods to achieve these goals in 2010. Please reach out to any member of the Chap

ter board with suggestions, insights, or feedback.

The economic climate has affected many of us personally and professionally. I am continually impressed with the compassion and thoughtfulness of my industry colleagues. For their support of the Capital Area Food Bank canned food drive, to participating in the 50/50, to giving a shout out at our education lunch program for a colleague who may have been downsized.

I look forward to seeing you at our chapter events, exploring hot topics like the Pharma Code and Social Media, and anticipating what innovative opportunities will be part of our industry in 2010. ❖



*The 2010 IAEE DC Board of Directors at Expo! Expo! From left to right: Cathryn Wanders, DeVonne Parks, Debbie Dyson, Amy Durkin, Susan Bennett, Andrew Ortale, and Kelly Kilga. Board members not pictured: Derek Brinkman, Paula Herz and Amy Ladd.*

## Mark Your Calendar

Chapter luncheons are typically held the second Friday of every month EXCEPT in July, August and December in 2010.

Typical agenda:

11:45 a.m. – 12:30 p.m.:

Networking Reception

12:30 p.m. – 2:00 p.m.:

Luncheon and Education Program

### IAEE D.C. Chapter Luncheon

When: Friday, February 12, 2010

Where: Smith & Wollensky, Washington, D.C.

Speaker: Alex George,

Fixation Marketing

Topic: Using Social Media at Your Event

### IAEE D.C. Chapter Luncheon & MTO Summit

When: Friday, March 12, 2010

Where: Hamilton Crowne Plaza, Washington, D.C.

Topic: Stay tuned for more details.

### IAEE Expo!Expo!

When: December 7 – 9, 2010

Where: New Orleans, LA.

**Do you have a topic that you would like covered at a lunch? Contact Paula Herz to learn more at 571-438-4065 or pherz@shepardes.com.**

**Interested in sponsoring an event? Contact Amy Ladd to learn more at 508-737-9712 or aladd@cdsreg.com.**

## Win a \$25 AMEX Card!

The first person to e-mail DeVonne (dparks@sla.org) with ALL the correct answers by Friday, 29 January 2010 wins a \$25 AMEX gift card.

1. What important event in American history took place on Christmas night, 1776?
2. Who was the manager of The Chipmunks?
3. Name the character Natalie Wood played in the movie "Miracle on 34th Street."
4. For how many days is Kwanzaa celebrated?
5. According to AP, the best-selling holiday toy this year is what?
6. What state produces more cranberries than any other?
7. What kind of tree is the National Christmas Tree on the Ellipse?

8. What is the name of the angel in "It's a Wonderful Life?"
9. On the ninth day of Christmas, my true love gave to me...
10. What is the name of the four-sided top children play with during Hanukkah?
11. Name the three reindeer whose names begin with D.
12. How many horses pull the sleigh in "Jungle Bells?"
13. Who wrote the music for "The Nutcracker?"
14. Which Puritan leader banned the celebration of Christmas in England in 1647?
15. What anatomical abnormality made the Grinch so mean? ❖

:3

## 2010 Board of Directors

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**If you any questions or comments about the articles in this newsletter, please contact DeVonne Parks at dparks@sla.org or call +1.410.528.3920.**

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# Social Marketing (cont.)

*Continued from page 1.*

Association of Broadcasters registered 1,500 new attendees through Facebook for the 2009 event. Organizations are learning that social media is not a fad. Competitors will be happy to connect with your customers if your organization hasn't figured it out yet.

Show organizers define their events as 7 days a week, 365 days a year market with global audiences. Yet, few events could really meet this performance criterion. Social media marketing gives credence to that claim and for the first time events are creating relationships for "always engaging communities." Blogger and Twitter evangelist Chris Brogan (<http://www.chrisbrogan.com/>) is an excellent example

of an online personal brand that has grown globally based on his content and his effort to connect across the globe.

The real muscle of social media marketing occurs as communities develop around similar business goals and interests. Organizations gather like-minded customers around relevant topics and industry issues. These online relationships are the foundation for social media marketing.

The challenge is how to turn these relationships into butts in the seats or new exhibitors on the show floor. How can show organizers and association executives harness the power of social media to market events? Here are 13 tips on how to design and launch social media marketing for your organization.

## 1. Create a Social Media Plan

Companies do not launch without a business plan. This roadmap defines the company: what they are going to do and how they are going to do it. It differentiates that organization from their competitors. Before launching any social media marketing campaign, an organization should generate the same type of blue print for their online communities.

Just like traditional media, strategies should define expectations and what tactics will have the greatest effect. A little research will determine which tools best meet online community needs. Establish clear objectives and determine what resources are required to maintain a professional campaign.

## 2. Social Media is NOT Free

One of the biggest myths about social media is that it is free. While many of the platform tools like LinkedIn, Twitter, and Facebook are free, they require time and a commitment to post relevant and timely content. Moreover, if you plan to monitor results and track community responses, additional tools are not free. Don't be misled by the "social media is free" mantra.

## 3. Establish Clear Community Rules and Guidelines

If you are establishing an online community, clearly state the guidelines for all to participate. Community members can become quickly disenfranchised if they find that the rules are not enforced or ap-

*Continued on page 9.*

4:

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# Welcome New D.C. Chapter Members

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Patty Henchbarger

Jenni Rosenthal

Christina Schreiner

American Physical Therapy Association

Sarah Driver

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Larry Hill

Shellene James

National Association of Broadcasters

Cassandra Stewart

Christina Vergara

National Recreation & Park Association

Delanie Everett

*Information provided by IAEE HQ as of December 9, 2009.*

# Connect with the D.C. Chapter

- Facebook: See “International Association of Exhibitions and Events D.C. Chapter”
- LinkedIn: See “International Association of Exhibitions and Events Washington, D.C. Chapter”
- IAEE D.C. Community: [http://www.iaee.com/iaee\\_membership/members\\_only\\_resources](http://www.iaee.com/iaee_membership/members_only_resources)
- Flickr: [http://www.flickr.com/groups/iaeedc\\_chapter](http://www.flickr.com/groups/iaeedc_chapter)
- Twitter: <http://twitter.com/iaeedc>
- Visit the IAEE D.C. Chapter Web site at <http://www.iaee.com/content/aboutIAEM/Chapters/washDC/WashDC.html>

## New CEMs

Congratulations to our newest CEMs (as of 12-09-09).

Shawn Canfield, CEM  
National Association of Broadcasters

Charlotte Zilke, CEM  
Helicopter Association International

Deborah Des Roches, CEM  
Snow Sports Industries America



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Photos of the Washington, D.C. chapter luncheons and other events

## November 2009 Luncheon

6:



# Expo! Expo! 2009



“Thank you for the opportunity to attend this year’s Expo! Expo! in Atlanta. During this tough economic year, your generosity enabled me to participate in educational and career growth experiences during Expo! Expo! Wishing you all a happy holiday season and I look forward to seeing you at future IAEE events in 2010.”

—Chris Capistrant, CMP  
Manager, Meetings & Exhibits  
The American Institute of Architects  
IAEE DC Chapter Registration Winner



8:



# Social Marketing (cont.)

*Continued from page 4.*

pear heavy handed. If you join a community, learn and follow the rules. Some community managers are quick to enforce strict guidelines that can lead to serious infractions resulting in negative PR.

## 4. Always Have a Call to Action

Seek to include a call to action for any distributed message. It can be as simple as “learn more about MTO Summit at [www.mtosummit.com](http://www.mtosummit.com).” Twitter doesn’t always provide the capacity to include a call to action, but whatever link is provided in a Tweet should include an invitation to connect and register with your event.

## 5. Give Full Disclosure

Don’t stalk. If you are participating on behalf of your organization in a conversation, disclose that information. Many communities welcome brand participation. If you are acting on your own, yet employed by an organization, be clear about your motives upfront.

An internal set of guidelines should be established for employees and shared with other partners and advocates so that they understand the professionalism that is expected. In the past, organizations have always worked to hide criticisms or negative comments. In social media communities, it is better to acknowledge mistakes with integrity and work to be a good member. Handle all comments with fairness and you will go a long way to earning further community loyalty.

## 6. Don’t Spam

The key to successfully marketing through social media is not to sell, but rather seek to provide value and establish

relationships. In his recent book, *Trust Agents* (<http://www.chrisbrogan.com/where-to-buy-trust-agents/>), Chris Brogan refers to the obnoxious overbearing salesperson that is always pushing his product. He calls this person “That Guy.” You know the type, the person who is overbearing, loud, and doesn’t seem to be aware of his own insensitive approach. Unfortunately, no one is willing to grab that guy and tell him his mistake.

## 7. Participate

The new sales approach is based on the ability to go out to the customer and first engage them in their communities on their terms. Become a contributing member, not a distraction. Then you can extend an invitation back to your own web assets. Proper invitations done in professional terms will allow interested parties to self select based on their own interests. High-pressure sales pitches are often a great way to become an outcast (see tip #5 on That Guy). Instead, demonstrate to your community that you truly are an expert in your field by sharing your knowledge, insight and wisdom.

## 8. Be Professional

If your participation has no connection with your event, then act professional anyway since content lasts an eternity and you don’t want your conversations to reflect on your organizations. The rule “don’t post anything you don’t want your mom or boss to see” is still applicable.

When communicating in the websphere for your event, marketing efforts should focus on participation in order to build affinity. The value of this messaging effort allows your

organization to tap into an endless, virtual, searchable stream of information on the Internet.

## 9. Content is King: Messaging

All events should seek to position around the industry experts, as these thought leaders help recruit an audience. If your show is associated with the latest knowledge, you stand a great chance to recruit new attendees and become recognized as a leading event. But content is not just about expertise, there is also an entertainment component that impacts messaging. This is why crazy videos can generate huge web traffic on YouTube. However, most shows prefer to stick with a stable message and information relevant to industry hot points.

Blogs are another valuable content source. Some of the highest traffic blogs often post some of the most controversial content. Nothing does more for web traffic than a good old-fashioned conflict of opinion.

## 10. Your First Objective is to Build Community

Communities are created around the passions of topics that are important to the members. The LinkedIn Human Resources Group has a completely different reason to connect than the LinkedIn TeleCom Professionals. Both are large active online communities that are passionate about their discussions and relationships. Face2face events share this same characteristic: something about your show is compelling enough for your audience to leave their desks and travel to a new destination to spend money and time away from home. Seek the same passion of your audience in an

online forum and you are well on your way to build a successful community.

## 11. It’s All About Relationships

Since social media marketing is all about creating relationships and networking without geographical limitations, organizations have a new challenge to provide value through conversations when they adopt social media marketing strategies. This shift away from push marketing tactics is not an easy change. Moreover, inbound marketing or pull marketing tactics become the new way to monetize the creation of these communities. Do your homework and make sure you understand how your event can meet clients online. Once you enable social media as a powerful tool to build strong relationships, you have designed

## 12. Promote

Add all your social media community links to your event contact information. Make it available in all the places you now list as your typical contact information such as email signature, business card, websites, etc. It is important for people to find your event online, and you want to gain fans, friends, and followers. So don’t forget to add your Skype, Twitter, and blog information to typical contact information.

## 13. Get Started

Nothing replaces experience, so if your organization is waiting on the sidelines to determine what needs to happen next, you’re falling behind. The experience is valuable. Participate and learn. Each event represents a unique set

*Continued on page 10.*

# Social Marketing (cont.)

Continued from page 9.  
of solutions and no single solution meets are the requirements. Get started with your social media plan and expect to modify and you experiment. You don't have to get it perfect today, just be willing to learn.

Social media marketing can become an exceptional marketing channel for all events—small and large. Forrester blogger Augie Ray recently declared that 2010 would be the year that marketing dies. It is quick to note that he is speaking more about the definition of traditional marketing and the impact that new media marketing is having on marketing organizations.

He defines how new marketers will need alter their roles.

Some of these same changes apply directly to our industry: Won't be simply to focus on outbound messaging, but to consult with sales, customer service, and human resources on how the brand must be communicated in every consumer interaction, every tweet, and every touchpoint, Won't be merely to imagine creative messages, but to fashion programs that are seamless with the actual product and service experience, Won't be to plan bursts of communication on a yearlong calendar, but to respond to and be part of the ever-changing dialog with consumers, Won't be to count friends, page visits, eyeballs, readers, or viewers, but to measure

changes in consumer attitude and intent, Won't be merely to talk at consumers, but to listen and engage one-to-one, Won't be to build campaigns, but relationships, Won't be to create impressions, but experiences, and Won't be buy media, but to earn it.

## 2010: The Year Marketing Dies...

These tips and strategies should provide a starting point for your event to explore how you can leverage social media marketing for your organization. Do your part to adapt and make sure that 2010 isn't the year that face-to-face marketing dies... ❖

Stephen Nold is the president of Advon Technologies, which owns MeetingTechOnline—an online depository of articles and white papers on innovation for the event industry and MTO Summits—face-to-face VIP technology buyer events. You can reach Stephen at [stephen@advontech.com](mailto:stephen@advontech.com).

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## Shooters

(as of 12-09-09)

**Theresa Anthony** was promoted to Sr. Director of Expo & Membership at National Confectioners Association.

**Lexie Applebaum** was promoted to Director, Meetings and Conference Services at National Association of Broadcasters.

**Kim Beaulieu** was promoted to Director Exhibitor Services at Packaging Machinery Manufacturers Institute.

**Barry Black, II, CEM** was promoted to Director, Membership & Marketing.

**Greg Farrar** is now at Nielsen Business Media, Chantilly, VA.

**Robert James** is now President at Armacost Antiques Shows in Washington, D.C.

**Susan Kraus** was promoted to Program Manager at Aircraft Owners & Pilots Association.

**Mark Simon** is Vice President of Information Technology at a2z, Inc. in Columbia, MD.

**Liz Tarver** was promoted to Sales & Marketing Manager at Aircraft Owners & Pilots Association.

BDMetrics, Inc is now **Three Stage Media**. The following people are now with Three Stage Media in Baltimore, MD: **John Colban, Mike Godsey, Ed Gorey, Don Mahoney, Chris Montanti, Paul Navarro, Steve Navarro, Kristyn Reed-Salow, Mollie Spilman, Erwin Stierle, John Triscoli, and Margot Van Black, CAE.**

**Mike Towle** and **Gary Zgorski** are in the McLean, VA office.

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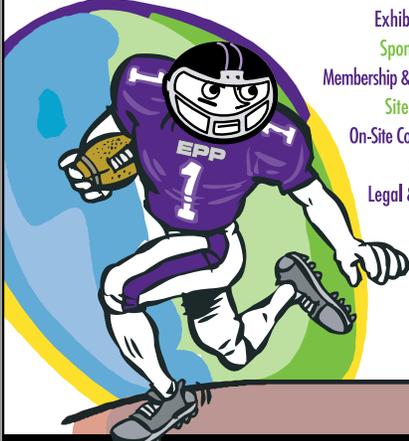


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