



July/August 2009

A newsletter of the Washington, DC Chapter of the International Association of Exhibitions and Events

www.dc.iaee.com

Inside

Notes from the Board	2
Upcoming Events	3
SEO Must Dos	5
May & June Events	6
Welcome New Members	8
Expo! Expo! & CEM Prizes	9
3 Tips for Booking Great Speakers	10

...and more

New Wave Conferences & Events are on the Rise

Co Authored By: Bob Hughes, President, The Hughes Group and Joe Felperin, President, Joseph Marketing Solutions

The “New Wave” of Trade-shows and Conferences are evolving every day. Associations and Tradeshow Management Companies are looking for new, exciting and most important, profitable ways to produce Conferences and Events. The future of the exhibit show for “Secondary Events” will change in the next few years, governed by the narrowed needs of a more focused meeting participant and a growing need by exhibitors to control their sponsorships for a greater return on investment.

The effect of these changes will be all sorts of new hybrid events, with and without exposition floors. A 2009 EMI survey found 77% of respondents currently hold executive events—more intimate affairs. This indicates the development

of new event models where sponsors can achieve their ROI objectives with or without an exhibit. One hybrid event model that is already growing is the executive conference, a one- to two-day meeting that brings together executives with similar interests and responsibilities and offers relevant content and professional networking responsibilities.

This indicates the development of new event models where sponsors can achieve their ROI objectives with or even without an exhibit.

The types of emerging “secondary meetings” include:

1. Executive events. Content and sponsors are focused on more strategic issues and business solutions in a consultative venue with highly qualified senior level audiences with shorter time frames.

2. Regional mini-conferences: A larger one-time event is broken down and scaled for

Continued on Page 4.

NOTES FROM THE Board

How to Enjoy Your Career



Cathryn Wanders
Director,
Special Events

As exhibits managers, we are constantly asked: “What do you do for a living?” Once we explain what an exhibits manager does, this question is most often followed by: “It must be fun to travel to all those cities and see everything.” Sure, seeing the outside of San Diego at 6:00 a.m. and 10:00 p.m. is nice... but the majority of the views are typically from the inside of a convention center where it is always 70 degrees and fluorescent—that is until attendees and exhibitors start saying it is too hot or too cold.

Being an exhibits manager is an exciting, fast-paced job and one which can also be stressful. But remember, this is not Burger King, FedEx, or the Library of Congress—people can’t have it their way, or over night, and you don’t have all the answers. If you establish clear deadlines, manage expectations, and have a little fun, you might just manage to stay sane!

1. Details...Details...Details—If it takes you an extra hour or even puts your schedule off by a day, look at it twice or even ask someone outside of your department to look at your convention-related marketing materials. How many times have we glanced over an exhibitor prospectus

or a final program and thought everything was fine only to find out on-site that your Convention should be taking place in “Massachusetts” not “Massachusetts,” or your general session starts at 5:00 p.m. not 5:00 a.m.! We personally know of an exhibit manager who accidentally printed an exhibitor kit with a “less than savory” 1-800 number for one of the major service vendors.

2. Communication—It is the whole “If I get hit by a bus...” theory. A successful convention doesn’t necessarily mean that everything goes right, but that everyone who needs to know what is going on does know and can react to changes.

3. Be a Boy Scout / MacGyver—Murphy’s Law is the arch-enemy of exhibit managers, and despite the months and months of planning, we all know that stuff happens. Being able to think outside of the box is often times necessary to resolve minor fires.

4. Have someone show you the ropes—As Andy and Karen stated in the last issue of *ShowBuzz*, being a mentor is valuable to the new breed of exhibit managers. Many of us fell in to our current careers, but now students are choosing to become exhibits managers.

Don’t forget, there are many things that can’t be taught in a classroom—only learned from experience.

5. Monty Python had it right!—To quote from two of their more prolific films: “Always look on the bright side of life” and “You are all individuals!” In striving to become the best exhibit manager you can be, be careful not to identify too closely with another colleague. Simply adopting someone else’s behaviors can rob you of the chance to develop your own style. What works for one person can become a complete disaster for someone else. That being said, don’t discount the advice and experience of someone more seasoned just because you don’t think it’s applicable to your situation. And even bad experiences can be a great opportunity to learn what works, to stretch in new directions or consider an approach that might never have otherwise crossed your mind.

Remember that being in this industry is hard work, but it is also quite a bit of fun. If you are prepared and flexible, you’ll be able to enjoy your show and your exhibitors. Enjoy it! We know we are! ❖

2:



Amy Durkin
Director,
Programs

MARK YOUR CALENDAR!

Chapter luncheons are typically held the second Friday of every month EXCEPT in July, August and December in 2009. The IAEE Annual Expo Expo! will take place December 8 – 10, 2009 in Atlanta, GA.

IAEE D.C. CHAPTER EVENTS

Wolf Trap Fun Day

An Evening with The Steve Miller Band



Sponsored by: LVCVA

When:

Thursday, August 20, 2009

Buffet: 6:00 p.m. – 7:30 p.m.

Concert: 8:00 p.m.

IAEE D.C. Chapter Luncheon

When:

Friday, September 11, 2009

Where:

Walter E. Washington Convention Center

Speaker: Doug Ducate, CEIR

Topic: Chapter Year in Review / CEIR Reports

IAEE D.C. Chapter "Back to School" Happy Hour

When:

Friday, September 25, 2009

Where: Whitlows on Wilson

Time: 6:00 p.m. – 9:00 p.m.

Cost: \$10 for members and \$20 for non-members

IAEE D.C. Chapter Luncheon

When:

Friday, October 9, 2009

Location and topic TBA

IAEE D.C. Chapter Luncheon

When:

Friday, November 13, 2009

Where: Washington, D.C.

Speaker: John Mikstay, CEM; BPA Worldwide,

Topic: Exhibitor Audits

Interested in sponsoring an event? Contact Debbie Dyson to learn more!

Debbie Dyson
703.247.9480
ddyson@ndia.org

Get Connected to the DC Chapter:

Facebook: See "International Association of Exhibitions and Events DC Chapter"

Linked In: See "International Association of Exhibitions and Events Washington D.C. Chapter"

IAEE DC Community:
http://www.iaee.com/iaee_membership/members_only_resources

Flickr: http://www.flickr.com/groups/iaeedc_chapter

Visit the IAEE DC Chapter Web site at <http://www.iaee.com/content/aboutIAEM/Chapters/washDC/WashDC.html>

Volunteer on a Committee! Contact Susan Bennett (susan.bennett@experient-inc.com).

:3

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New Wave Conferences & Events (cont.)

Continued from Page 1.

raveling. These conferences target a select group of local buyers and sellers with like interests and convene at hotels or smaller venues (e.g., restaurants) for a single day.

3. Hosted events (or buyer/seller events): The sponsors select the participants they'd like to meet with and underwrite all participants' costs and content.

4. Proprietary events: A specific company creates an event (or user group meeting) for a very targeted group of its customers (even individual customers) or prospects and invites its business partners as sponsors.

5. Conference-within-a-conference: A smaller event held for a single day within a

major trade event to enable a target industry sub-group to network.

6. Executive seminars: Content is the primary draw, sessions are focused and time is limited (breakfast, half day, afternoon, evening formats).

In summary, the future of "Secondary Events" will be driven by Associations and Tradeshow Organizers that are willing to evaluate their current model and consider changing to the "New Wave" model. The bottom line is to provide maximum ROI to the Attendee and Exhibitor/Sponsor which will in turn, provide maximum ROI to the Association/Tradeshow Organizer. ❖

*Bob Hughes, The Hughes Group,
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Simple Search Engine Optimization Must Dos

By Nishita Jain

The term Search Engine Optimization (SEO) refers to a set of optimization techniques to enhance the volume and quality of traffic from search engines to a website.

SEO is a complex and multi-dimensional process, but there are some basic practices for web masters which can improve the ranking of a web site in the search results. Four of these are listed in this article.

1. Relevant page titles

The page title is one of the critical factors in determining whether the web page contains relevant information for the user, and is displayed at the top of each search result item. Ensure that each page in your website has a page title with the one or two most frequently used keywords that users may type to search for that page. For example, if your event is located in Las Vegas, and you have a webpage highlighting some city attractions, then the page title should be something like this: 'Las Vegas sights and attractions ~ <Event Name & Year> attendees'.

2. Structured Header tags

Search Engines work with advanced algorithms that gauge the page structure and content organization. One of the key ingredients in determining ranking is the presence of topical header tags.

In this context, it is important to use the HTML <H1>, <H2>...<H6> header tags in a semantically correct manner. These tags are meant to be applied in a set hierarchy that enables one to define levels in the page structure.

This is simpler than it sounds! Let's use the analogy and anatomy of the human hand to understand this. The header tags can be used to present the structure of the hand like this:

```
<H1>Human hand</H1>
<H2> Wrist</H2>
<H2> Palm</H2>
<H2>Fingers</H2>
  <H3>Thumb</H3>
  <H3> Index Finger</H3>
  <H3> Middle Finger</H3>
  <H3> Ring Finger</H3>
  <H3> Little Finger</H3>
```

Just as with page titles, don't try to stuff keywords in the headers. Header text that has a close affinity to content automatically becomes meaningful to the search engines.

3. Logical Inbound and outbound Links

Search engines are built to crawl web sites. Hence, it makes complete sense hyperlinks play a key role in determining page ranking. Traffic driven to and from a web site, as well as between different pages or sections within a website, both play a crucial role in determining the ranking a search engine may give to the site. If high traffic, high quality websites link to your web pages, it's bound to boost the ranking of the website. Similarly, if your pages link to quality external sites, that is factored in too. As with page titles and header text, the relevance and placement of the hyperlinked text is crucial.

Here are a few practical ways of doing this. Embed Web 2.0 enabled Social Media tools to allow users to bookmark and share pages/informa-

tion with their peers, groups and audiences. Create a blog for your event and link pages from articles to relevant sections of the website. Last but not the least, build effective navigations!

4. Meaningful Content

Your audience's primary focus is on leveraging information effectively to accomplish personal and professional goals. Meaningful content facilitates this process. Search engines gauge sites on this parameter and give higher ranking for providing evocative, updated content to visitors.

Anticipate questions and provide directions; provide sufficient details and most importantly, update content periodically to ensure it is topical. Use multi-dimensional channels of communication such as videos, podcasts and feeds to reach out to your attendees. This will automatically boost traffic to the website which in turn will promote better ranking for it. ❖

Nishita Jain is Director, Design & Usability for a2z, Inc. <http://www.a2zince.net>

:5

Insights from the Hill

Here's what's going on with legislative activity impacting our business:

- Roger Dow and the USTA (US Travel Association) are working with the Senate on Capitol Hill to help pass the Travel Promotion Act (S. 1023). This bill calls for a new "Corporation for Travel Promotion," a nonprofit corporation tasked with finding ways to reverse the decline in tourist traffic to the United States through

a combination of private and federal dollars. Contact your senators today and ask for their support on S.1023 and opposition to any amendments not related to travel promotion!

For more information: <http://www.ustravel.org/resources/Insights/09/June.htm#Dow>

- The USTA along with meetings industry support from IAEE, NBTA, MPI,

and PCMA helped craft guidelines for the Treasury Department in how they should regulate spending by those companies receiving TARP (Troubled Asset Relief Program) funds. These guidelines—like a "code of ethics" or disclosure of expenditures—are standardized guidelines that most companies should follow as they specifically address the value and importance of face to face

meetings. There is currently a 90 day review period of these guidelines by all parties involved.

For more information: http://www.ustravel.org/resources/Public_Affairs/Model_Policy_09.pdf ❖

Contributed by Terrence R. Donnelly, CMP, Vice President, Sales & Account Management, Experient.



Photos of the Washington DC chapter luncheons and other events

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6:



June 2009 Luncheon

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Volunteer of the Quarter: Megan Kutner

In the year that Megan Kutner has belonged to IAEE DC, she has made an impact as an active and enthusiastic volunteer. She jumped into the marketing committee, where she started providing some of the fun content that goes into Show-Buzz, among other things. This enthusiasm—and her follow-through—earned her the Volunteer of the Quarter for Q2 2009.

Megan joined IAEE when she started working for Show Management Solutions, which

provides tradeshow sales, marketing, and management. “In past jobs I worked more on the conference side. Now that I’m working more with exhibits, I wanted to get involved to learn as much as I can. I volunteer with the chapter to meet new people and learn more about the industry.

Megan plans to start working toward her CEM soon as well.

Congratulations Megan and thanks for your hard work! ❖

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sociation**
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Director of Sales and Marketing
Expoision Convention Housing

Penny Parr, CEM, CMP
General Manager, Baltimore / Washington DC
USA Hosts Ltd Washington DC Office

Win an Expo! Expo! Registration or CEM Course Scholarship

We are pleased offer two popular programs again this year—a free Expo! Expo! registration contest and a scholarship for a CEM course.

The Chapter will award three (3) members a full registration for Expo! Expo! based on need. Application details are below; the deadline for applications is September 1. We are also awarding four (4) scholarships for a CEM course. Details are below and the application is attached. The CEM application deadline is also September 1. The awards will be announced at the chapter luncheon on September 11 and we will notify winners directly as well. Please feel free to contact DeVonne Parks at dparks@sla.org with any questions.

Wondering How You Will Pay for IAEE's Annual Meeting This Year?

Send us an e-mail telling us WHY you want, need, and absolutely MUST GO to Expo! Expo! We will award a full registration to three lucky winners! You must be a chapter member to win. Send an e-mail to Kelly Kilga (kkilga@gasc.org) that includes the following:

- your name and organization
- why you want to go to IAEE's Annual Meeting
- why you need to win a free registration
- what IAEE Washington DC Chapter membership and the DC chapter events mean to you

It's just that simple... send us an e-mail. We want to help you win! Don't miss out! The DEADLINE for consideration is Tuesday, September 1!

CEM Scholarship Program

The Chapter is awarding scholarship funding to DC Chapter members for Certified in Exhibition Management (CEM) courses needed to obtain their CEM designation. Additionally, current CEMs whose designation will expire by September 13, 2010 are also eligible.

The Chapter will provide funding for any of the CEM modules (mandatory or elective), and any course type (self-paced, online or on-location).

Four scholarships will be awarded. Each recipient must complete the selected module, and CEM hopefuls must also take the exam at the end of the course. The scholarship covers the cost of the course and test only—the Chapter will not pay for make-up exam fees.

The scholarship recipient must follow the CEM certification requirements that state successful completion of the seven mandatory and two elective courses must be accomplished within three years of passing the first exam, or recertification must occur within two years of achieving the CEM designation. To qualify, each winner must complete the course between September 14, 2009 and September 13, 2010.

The decision will be based on the information supplied

to questions answered in the application. Applications are due by Tuesday, September 1, 2009. To request an application, please contact DeVonne Parks (dparks@sla.org) and she will forward one to you. Please be as detailed as possible in your responses.

Once completed, please submit scholarship application to Kelly Kilga (kkilga@gasc.org).

Achieving a CEM designation is an impressive benchmark in our industry and you are to be congratulated for your dedication to your profession. ❖

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Elissa Brooks, CEM
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:9

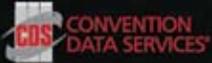
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3 Top Tips to Avoid Having Speakers Ruin Your Conference

By Susan Trivers

Meeting planners and conference organizers work under tremendous pressure to get it all right. Location, meals, entertainment, and most importantly, content. Attendees mine the breakout sessions for nuggets that will help them strike gold when they are back at work. When the evaluations are tabulated, you want to see speakers and sessions achieve at least a 90% approval rating.

Three tactics will ensure that your speakers do not diminish the value of your conference.

1. Know your audiences' current needs and pain points and book speakers who will provide immediate,

actionable relief. Outside events and circumstances change quickly and the speakers you select must be at least leading edge in the current environment. Be sure you ask pointed questions about every speaker's ideas on their topic and that you don't rely mostly on past successes.

2. Put more weight on speaking experience than on subject matter expertise only. Many experts talk knowledgeably in their workplaces or to clients. They may write great articles. They may win awards for their work. All of this reflects their expertise. A conference speaker must be able to deliver this

expertise to a large audience with passion and exceptional speaking skillfulness. The speakers that receive high evaluations do so when they engage the audience and make them feel more knowledgeable by the end of the sessions.

3. Include an "audience advocate" in your speaker selection committee. An audience advocate is a speaking expert who picks up the platform strengths and weaknesses that will make or break a speaker for conference attendees. This is about content delivery and audience engagement far more than it is about learning objectives and products.

The best audience advocates are current speakers who succeed in front of audiences themselves.

Speaker selection is the key to a high ROI for every conference attendee and the conference organizers. Book great speakers, and you'll see satisfied attendees, which translates into continued success for your event. ❖

Susan Trivers is a nationally known speaking coach, helping presenters write and deliver outstanding presentations. She is the President of the National Speakers Association Washington DC chapter. Her websites are www.greatspeakingcoach.com and www.susantrivers.com.

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Liz Huh is Vice President of Meetings & Expositions at the National Apartment Association in Arlington, VA

Jodie Hunt is Manager of Finance & Administration at the International Foodservice Distribution Association in Mc Lean, VA

Mellisa Cooper was promoted to Senior Manager Exposition Sales & Services at the International Sign Association in Alexandria, VA

Michael Dade is at Estes Forwarding Worldwide in Richmond, VA

Diane Vidoni was promoted to Director Conference & Tradeshow Operations at IAAPA in Alexandria, VA

Rachel Weitraub is Manager of Meetings & Special Events at the National Retail Federation in Washington, D.C.

Mellissa Redd was promoted to Exposition Planner at the American Chemical Society in Washington, D.C.

Liesl Robinson is Account Manager at RGR Services in Westminster, MD

Wendy Woods was promoted to Director, People Services at a2z Inc in Columbia, MD

William Winslow is Vice President of Finance at the International Sign Association in Alexandria, VA

Aubrey Wanner is Meetings Manager at the National Society of Histotechnology in Columbia, MD

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