



March/April 2010

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

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## Hot Button Exhibiting: Understanding the Emotional Buttons that Build Relationships & Sales

Why do your customers buy from you? Why do attendees stop at your booth, and not your competitors? Or, if we're going to consider things from the opposite view, what is happening at your competitor's booth that draws the crowds — the same crowds that pass you by?

It may seem as if there's no rhyme or reason behind attendee behavior. It's an inexplicable mystery why one company attracts throngs of attention while another — perhaps with an equally attractive display, a skilled booth staff, and compelling incentives — stimulates hardly any interest. Analyzing the difference between the two exhibits can be frustrating: there may be no quantifiable, logical reason why attendees prefer one to the other.

There's a very simple reason for that: there may be no logical explanation — but logic is not the only force at play in the marketplace.

That's the key premise in Barry Feig's new book, "Hot Button Marketing". Feig identifies the crucial emotional factors that underlie individual decisions, such as the need to take charge of a situation or the need for values. He terms these needs and factors 'hot buttons'.

Hot buttons are those cues or triggers that create an emotional response in the viewer. These responses can be positive — creating interest, encouraging further exploration, or prompting to action, such as placing an order — or they can be negative. It is up to the savvy exhibitor to use hot buttons in such a way that

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# NOTES FROM THE Board

## How is Your New Year Going so Far?



DeVonne Parks, CEM  
Director of Marketing

Even though we are well into the first quarter of 2010, it's not too late to find out what your goals are or what you would like to accomplish throughout the rest of the year. Is it completing your CEM, getting more involved with your chapter, even looking for another job? Write your goals down so that you know what you wish to accomplish and deadlines you want to meet before 2010 is over.

With the New Year and this uncertain economy comes stress. Whether in your home or work life, times are trying and can be stressful. To reduce your stress, here are few items to guide you:

1. Take care of yourself. Pay attention to your health. Eat right and in moderation (as the diet experts say, have a cheat day once a week) and go to the doctor for yearly check-ups. How are you going to get anything done if you are tired and unhealthy?

2. Prioritize and organize. Prioritize and organize your responsibilities. Leave on-time. Meet completion way before the deadline. I know someone who had the messiest desk—I mean piles of clutter everywhere you looked. They could never find anything. Finally

one day, that person decided to make an effort to clean up a bit.

3. Don't procrastinate. Waiting until the last minute to complete an assignment can definitely cause stress. Just do it, get it over with, and move on to the next project. I tend to tackle the hard tasks first since it takes longer. The easy items you know you will do.

4. Take a vacation. Leave it all at home (mobile, computer and TV); relax and enjoy yourself. Who wants to be on vacation and all you are worried about is checking e-mails and phone messages? That is not a vacation. Believe me when others take a vacation, they take a vacation. You will not get that report until they get back.

5. Read a book. Read something out of the ordinary that might interest you outside of your work industry. Try a mystery or romantic novel. Even the gossip magazines do justice sometimes.

6. Exercise. Join a gym or exercise around your neighborhood. One person in the chapter told me that she and her neighbor starting walking/running around the neighborhood and soon other ladies in the neighborhood joined them

every morning. Sometimes, it takes one person to make a difference to get started.

7. Be positive. Being positive is sometimes quite difficult when you're facing a negative result. Look at the bright side and look for positive solutions. If it is not positive at least you know you tried your best and offer something else in return.

8. Plan ahead. "If you don't know where you are going, any road will get you there" (Lewis Carroll). In other words make a plan, make a 2, 5, 10, 15 year plan; no one says it has to be exact or in stone or even longer than a year! Your plan is your guide and life without a plan is like traversing the Himalayas without a map—sure it's exciting until you can't get back to base camp!

Write down your top 3 goals you would like to accomplish this year and on Friday, December 31, 2010 you can check to see if you completed some or all of them. Then treat yourself! ❖

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Debbie Dyson, CEM  
Director of Special Events

# Mark Your Calendar

Chapter luncheons are typically held the second Friday of every month EXCEPT in April, 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, March 12, 2010  
*Where:* Hamilton Crowne Plaza, Washington, D.C.  
*Topic:* What the “Consultants” forgot to mention about Social Media  
*Speaker:* Stephen Nold, Tarsus Advon  
*Sponsored by:* Travel Planners & Convention Data Services

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If 2009 was the year of Social Media then 2010 is the Year of Execution. Sounds simple. Launch Twitter, LinkedIn or Facebook and the customers will come.

Yet, once an organization has launched an online community, what is next? Social media marketing seems easy and low cost but what are the real required resources? Should an organization be considering a way to monetize these relationships? The hard cold reality is that social media marketing isn't just about building online communities. Stephen will discuss some of the hype and truth around social media and provide real world examples of how these solutions are impacting events. He will provide a more



comprehensive picture of what is needed to execute a social media plan.

*Stephen Nold is the president of Tarsus Advon that owns MeetingTechOnline.com and MTO Summits. His consulting practice focuses on a common sense approach to business processes that are foundational to the adoption and execution of event systems. He has worked with a variety of technology corporate clients including IBM, Dell Computers, and Gartner. A sample of tradeshow customers includes Hanley Wood, Professional Beauty Association and Society of Petroleum Engineers. As a speaker, Stephen addresses the latest trends and innovations that are evolving the show industry.*

**IAEE D.C. Chapter Activity**  
*When:* Thursday, April 29, 2010  
*Where:* Arlington Drafthouse  
Stay tuned for more details.

## IAEE D.C. Chapter Luncheon

*When:* Friday, May 14, 2010  
*Where:* Embassy Suites, Chevy Chase Pavilion  
*Speaker:* Darlene Gudea, Trade Show Executive  
*Topic:* State of the Industry

## 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.**

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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.**

**If you would like an extra copy of any issue of Show Buzz newsletters, please send an e-mail to dparks@sla.org with subject line Copy of Show Buzz.**

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# Chapter Survey Results

Remember that survey you took back in November—we'll see the results are finally revealed.

Here are a few highlights from the survey.

- **70%** of respondents have some influence on decision making with titles of Director or above.
- **6%** are at the coordinator/entry level.
- **60+%** of respondents have 11 or more years of event experience and the same percentage are 41 years or older
- **11%** are associated with operations, 22% with sales and/or marketing.
- **49%** of those who responded to the survey had not

been able to attend a lunch in 2009. The main reason for this (61%) is due to schedule conflicts, 37% just too busy.

- **56%** prefer the lunch format and the majority of respondents prefer Fridays.
- **62%** of survey respondents are show organizers and **38%** are industry vendors. This closely mirrors the November 2009 membership breakdown (67% show organizers and 33% industry vendors)

## What The Chapter is Going to Do For You

1. Educational topics people would like to see presented. We are looking into the topics suggested.

2. Spreading out meeting locations. We are looking into locations in the Reston and Silver Spring areas.
3. Some respondents wanted to try a breakfast meeting.

Thank you to all who participated in the survey and congratulations to Laurie Bentz-Cable, CEM, Kaleidoscope Event Strategies, and David Lee, IAAPA, for winning the \$100 AMEX gift card!

If you have a question about any of the survey results, please feel free to contact DeVonne Parks at [dparks@sla.org](mailto:dparks@sla.org) ❖

4:



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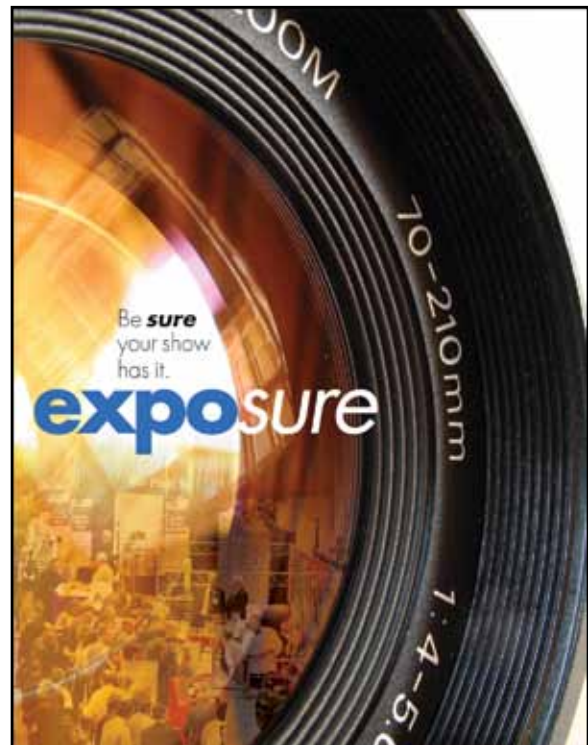
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# Welcome New D.C. Chapter Members

## a2z Inc

Pennie Hawks  
Shekita Wilkins

## AE Ventures

Jason Unger

## Armed Forces Veterans Home Foundation

Keith Reed

## Destination Marketing Association International

Robert Stern

## Irrigation Association

Joy Jump

## Map Your Show

Syd Rivera

## Meetings Management Group

Elizabeth Bear  
Hunter Clemens  
Gabi LaGuarda, CMP  
Annette Suriani  
Jayme Washam, CMP

## National Association of Housing and Redevelopment Officials

Frita Stewart  
Kimberly Sumner, CMP  
Erika Wiley

## Packaging Machinery Manufacturers Institute

Christine Maple

## Three Stage Media

Len Ostroff

## You Are Here by MarketArt

Nancy Benoubiz  
Craig Little

# Welcome Our Official Chapter Photographer

Bob Blanken photographed his first wedding over forty years ago. He is a member of the Professional Photographers of America and its local affiliates. He is also a member of the Meeting Professionals International (MPI), International Association of Exhibitions and Events (IAEE), and the Professional Convention Management Association (PCMA).

Bob has been certified as a Professional Photographer by the Professional Photographers of America and has received their esteemed Craftsman degree. He served on their National Council for nine years. He is a member of the



Sport and Event Photographers Association (SEP).

Bob a past president of The Professional Photographers Society of Greater Washington and the Maryland Professional Photographers Association. His photographs and albums have won numerous awards.

Bob is also a Digital Photo Academy instructor and a Washington Photo Safari program leader.

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

## February 2010 Luncheon at Smith & Wollensky

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*Pictured top left: Dominique Smith, Tom Markusson, CEM, and Crystal M. Krason.*

*Pictured top right: Erwin Stierle, Joy Wingert, Mark Simons, Pennie Hawks, and Shekita Wilkins.*

*Pictured bottom left: Photographer Bob didn't get their names, but you probably recognize them!*







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Photos: Bob Blanken

Picture top left: Jennifer Sloane and Melissa Rubin.

Pictured top right: Roger P. Freeman and Donna Jarvis-Miller, CMP.

Pictured middle left, Pennie Hawks, Sercin Mezhepoglu, Cindy Carter, and Barbara Benoit.

Pictured middle right: B Murphy, Gwen Parsons, and Michael J. Hatch.

Pictured bottom left: Alexis de la Rosa and Martha Hollingsworth.

Pictured bottom right: Attendees enjoy lunch during the presentation.

## 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://www.twitter.com/iaeedc>
- Visit the IAEE D.C. Chapter Web site at <http://www.iaee.com/content/aboutIAEM/Chapters/washDC/WashDC.html>

## Congrats on New Designations!

Congratulations to the following members for their new designations:

Terri Harrison, CMP

Jason McGraw, CTS, CAE

Donna Jarvis-Miller, CMP, CEM

Leigh Walls, CEM

8:

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# Hot Buttons (cont.)

*Continued from page 1.*

positive emotional responses are created in the viewer.

How can this be accomplished?

To effectively incorporate hot button philosophy into your exhibiting program, you must first begin by understanding your target audience. What motivates them? What hidden emotional factors are they bringing to the show floor that you need to know about? I can't say this strongly enough: You need to know your market thoroughly before you'll be able to select the hot buttons that will resonate with them.

Consider the following four hot button principals:

## 1. Be as one with your prospect

Ideally, you want to think the way your prospects think. You want to know what's important to them, what factors influence them, what challenges they're facing and what fears they whisper into their pillows at night. The closer you are to your prospect, the better equipped you become to understand their emotional position.

Once you understand where your target audience is emotionally, you'll be able to focus on those hot buttons that will motivate a positive response from them. The most imperative step any exhibitor can take is to understand and identify with the target audience.

## 2. Adapt to their behaviors and opinions

There is often a disconnect between what people say they want and what they really want. For example, a need for status is a common hot

button for many people — yet they don't want to admit that they're making purchasing decisions based upon an inner need to be seen as prestigious.

Your job is to respond to the behavior, as much as the need. This is why you'll see luxury automobile manufacturers go on and on about the engineering and quality of their cars — citing statistics that the average driver couldn't care less about, yet add value to the prestige message. Buyers who are responding to the status hot button can do so, while pointing to all the mechanical statistics and fact sheets about quality engineering as the 'real' reason they bought the car.

## 3. Learn their thought process

How does your prospect make decisions? Are they a slow and introspective thinker, who likes to research and analyze every detail before making a choice? Do they prefer to fly by the seat of their pants and let instinct guide them?

While everyone reacts to hot buttons, not everyone reacts in the same way. While an analytical, methodical attendee might move slowly and carefully in response to the hot button, a more impulsive, free-thinking type might respond quickly to the hot button triggers you present.

Knowing the thought process of your target audience will let you predict reactions, and plan accordingly. This knowledge will also allow you to assess if a hot button trigger is working as you'd expected: if your normally fast-acting impulsive attendees aren't responding to a hot button

trigger, chances are you've not introduced the right hot button for that audience.

4. Know what keeps them awake at night

What is your target audience's greatest fear? What do they worry about? Is it maintaining steady production or being able to adapt to fluctuating demand? Do they lose sleep trying to think up ways to keep one step ahead of their closest competitor — or are they burning the midnight oil trying to catch up with the rest of the field?

Fear is a powerful motivator, both in the personal and the professional setting. If you understand what scares your target audience, you've come a great deal closer to completely understanding them.

By adopting these four principals and devoting yourself to understanding your target audience, you'll be better equipped to dispatch appropriate hot button messages during your exhibits. These messages will resonate with attendees, and draw them to your booth. That's a positive response any exhibitor will appreciate. ❖

*Written by Susan A. Friedmann, CSP, The Tradeshow Coach, Lake Placid, NY, internationally recognized expert working with companies to increase their profitability at tradeshow. Author: "Riches in Niches: How to Make it BIG in a small Market" and "Meeting & Event Planning for Dummies." [www.thetradeshowcoach.com](http://www.thetradeshowcoach.com) & [www.richesinniches.com](http://www.richesinniches.com)*



## Shooters

**Derek Brinkman** is now an independent contractor at Hospitality Performance Network

**Lisa Dibenedetto** was promoted to Research Development & Events Specialist at The Coulter Companies

**Ron Everly** was promoted to Vice President at the National Association for Home Care

**Jennifer Jackson-Landry** was promoted to Sales Operations Manager, Conventions and Business Operations at the National Broadcasters Association

**Robert Love** was promoted to Rental Manager at BearCom

**Ann McLeod** is now at the American Military Engineers as Director of Professional Development & Conferences

**Steve Navarro** is now Vice President of Sales at MarketArt

**Gwen Parsons** was promoted to Vice President of Marketing at Nomadic Displays

**Elisa Perodin** is Vice President of Events at The Coulter Companies

**Jason Hawthorne Petty, CEM** has joined the meetings staff at The Gerontological Society of America.

**Kathryn Potter** was promoted to Senior Vice President of Marketing & Communication at the American Hotel & Lodging Association

**Robyn Rutland** is now at KMR Productions dba College Expos

National Association of Computer Consultant Businesses is now called **Techserve Alliance.**

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