

**Exhibition and Convention Executives Forum**  
[www.eceforum.com](http://www.eceforum.com)

# NEWS

For immediate release

Contact: Sam Lippman  
(703) 979-4904  
[slippman@comcast.net](mailto:slippman@comcast.net)

## **ECEF Keynoter to Reveal the Role of Face-to-Face in Improving Customer Care**

*Visionary executive Peter Weedfald will reveal why  
face-to-face protects his competitive lead*

WASHINGTON, DC, October 21, 2009—Exhibition and Convention Executives Forum (ECEF) producer Sam Lippman today announced that visionary executive Peter Weedfald will present the keynote session at ECEF, Wednesday, June 2, 2010, in the J. W. Marriott, Washington, DC.

In a session titled *Pictures at an Exhibition*, Weedfald will reveal how his company relies on exhibitions to improve customer care and protect its competitive advantage. Weedfald's keynote will inspire ECEF attendees to position their events as "opportunities to increase exhibitors' productivity and profitability."

Weedfald, who believes that industry-leading companies "know and command the value proposition of exhibitions," is President and Chief Marketing Officer of General Displays and Technologies, which manufactures and markets GE-branded high-definition televisions worldwide. He has also held executive positions at Circuit City, Samsung, ViewSonic and Ziff-Davis.

"Peter Weedfald will change the way we look at our events," says Lippman. "He's passionate about their role in deepening customer relationships, which in today's economy is every company's key to maintaining market share."

Now in its ninth consecutive year, ECEF is the world's only forum exclusively for business media and association executives. For one day each year, the invitation-only event gathers the leaders of the exhibition and convention industry to focus on fundamental ways to increase their revenue.

More information about ECEF is available at [www.eceforum.com](http://www.eceforum.com).