

For Immediate Release

Contact: Sam Lippman

(703) 979-4904

slippman@comcast.net

Blue Ocean Strategist Roch Parayre Added as Closing Keynote at ECEEF 2010

WASHINGTON, DC, February 5, 2010—Blue Ocean Strategist Roch Parayre, an international corporate consultant and teaching fellow at the Wharton School, will deliver the first-ever closing keynote, *Finding Blue Oceans in the Exhibition and Convention Industry*, at the Exhibition and Convention Executives Forum (ECEEF), Wednesday, June 2, in the J. W. Marriott, Washington, DC.

Dr. Parayre is a member of the Blue Ocean Strategy Network, an exclusive community of certified practitioners. His consulting experience includes large-scale transformation engagements by such notables as American Airlines, Coca Cola, Disney, Microsoft, NBC Universal and the US Olympic Committee.

The discovery of new, uncontested markets—better known as “Blue Oceans” since the publication of the million-copy bestseller *Blue Ocean Strategy*—has been proven to be the key catalyst to setting an industry on an upward trajectory.

“We’re excited to have a closing keynote speaker as vibrant and provocative as Roch Parayre,” says ECEEF producer Sam Lippman. “Dr. Parayre will chart the places where he sees our industry’s Blue Oceans, based on original research he will be conducting this spring.”

ECEEF’s Platinum Sponsor, the Las Vegas Convention and Visitors Authority, has underwritten the closing keynote.

Roch Parayre joins a powerhouse of speakers that includes Peter Censky, Executive Director, Water Quality Association; David Etzler, CEO, OutsourceWorld; Geoffrey Freeman, Senior Vice President, Public Affairs, US Travel Association; Wayne Jacobs, President, Jacobs, Jenner & Kent Marketing Research; Helen Marano, Director, Office of Travel and Tourism Industries, US Department of Commerce; and Peter Weedfald, President and Chief Marketing Officer, General Displays and Technologies.

Now in its ninth consecutive year, ECEEF 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 revenues and the relevance of their events.

More information about ECEEF is available at www.eceforum.com.