

For Immediate Release

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Exhibition and Convention Executives Forum (ECEF) Participants Told Events Will Thrive in Increasingly Digital World

WASHINGTON, DC, June 7, 2010—Keynote speaker Peter Weedfald, President, Gen One Ventures, told participants in the Exhibition and Convention Executives Forum (ECEF), held last week in the J. W. Marriott, Washington, DC, that live events will flourish in the coming decade, despite exhibitors' increasing reliance on digital forms of marketing.

Weedfald's prediction was underscored by closing keynote speaker Roch Parayre, international consultant, Blue Ocean strategist and professor at Wharton School, who presented a live event's "value curve" based on his original research in the exhibition and convention industry. Parayre advised ECEF participants that by redrawing the curve they could attract new customers to their events.

"We learned that our future is sunny," says ECEF producer Sam Lippman. "As Peter Weedfald noted, exhibitors will continue to invest in events as long as event producers innovate—innovation is the key to competing with digital. And as Roch Parayre pointed out, we can grow our industry if we redefine the value we provide exhibitors and attendees."

ECEF's one-day program featured a diversity of other experts chosen by Lippman to address issues of growth and improved delivery of face-to-face marketing events, including Peter Censky, Executive Director, Water Quality Association; Roger Dow, President & CEO, US Travel Association; David Etzler, CEO, OutsourceWorld; Wayne Jacobs, President, Jacobs, Jenner & Kent Marketing Research; Helen Marano, Director, Office of Travel & Tourism Industries, US Department of Commerce; and Kathleen Schmatz, President & CEO, Automotive Aftermarket Industry Association.

The number of senior executives who pre-registered for ECEF increased, from 206 in 2009 to 209 in 2010. The number of ECEF sponsors also increased, from 24 in 2009 to 26 in 2010.

Sponsors of ECEF 2010 were Las Vegas Convention & Visitors Authority (Platinum); Freeman (Gold); Fixation Marketing (Special Thanks); a2z; Airways Freight; ASP Events; The Augusta Group; Berkery Noyes; CompuSystems; Convention Data Services; The C. W. Allen Group; EventKaddy; Exhibitor Invites; Experient; EXPOCAD; Fantail; FISH; GES; IMN Solutions; Jacobs, Jenner & Kent; Map Your Show; Maritz; Singapore Expo Convention & Exhibition Centre; Three Stage Media; Ungerboeck Systems International; and Wheelhouse Solutions.

Marking its 10th consecutive year, ECEF 2011 will take place June 1 in the J. W. Marriott, Washington, DC.

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 revenues and the relevance of their events. More information about ECEF is available at www.eceforum.com.

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