

NEWS

For immediate release

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

First Sessions Announced for ECEF 2009

WASHINGTON, DC, December 4, 2008—Strategies for weathering a volatile economy will take center stage at the Exhibition and Convention Executives Forum (ECEF) on Thursday, June 11, 2009, in the Mandarin Oriental in Washington, DC.

ECEF producer Sam Lippman today announced the initial lineup of educational sessions and speakers at the conference, which will be the eighth consecutive edition of the annual invitation-only event. Sessions will include:

- A keynote address by Allen Blue, LinkedIn Co-founder and Vice President of Product Strategy. Blue will describe how his firm is changing the game for exhibition and convention executives by helping them reach nearly 40 million professionals in 150 industries worldwide. He will also present LinkedIn's new events platform and explain how it brings "word-of-mouth" to the marketing of events.
- Complementing the keynote address, "Attendee Acquisition in a Recession" will pinpoint proven tactics for increasing attendance despite corporate cutbacks and layoffs.
- "Getting International Delegates to the US," led by Helen Marano, Director of the US Department of Commerce's Office of Travel and Tourism Industries, will examine the new administration's plans to control entry into the US by attendees and exhibitors.
- "Exporting Your Show to China," led by Hal Josephson, President of MediaSense and former producer of Electronic Entertainment Expo (E3), will look at the pros and cons of introducing tradeshow into Asia's newest "tiger economy."
- During "Our Exhibitors Speak," led by Margit Weisgal, President & CEO of the Trade Show Exhibitors Association, a panel of corporate executives will offer a candid look at the importance of exhibitions in their marketing mix and provide no-nonsense advice to organizers.
- Two strategic problem-solving sessions, "Peer-to-Peer Executive Learning," will capitalize on live audience-polling. The sessions will be led by Wayne Jacobs, president of Jacobs, Jenner & Kent Market Research, and Sam Lippman.

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