

NEWS

For immediate release

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ECEF Speakers to Tackle Today's Top Issues

*Newly added speaker Geoff Freeman, US Travel Association,
to examine "Travel in Troubled Times"*

WASHINGTON, DC, May 4, 2009— A dynamic assembly of experts, including newly added speaker Geoff Freeman, Senior Vice President, Public Affairs, US Travel Association, will take the podium next month at ECEF as convention and exhibition industry executives strive to overcome the recession's continuing impact.

On Thursday, June 11, in the Mandarin Oriental in Washington, DC, ECEF producer Sam Lippman welcomes a dozen respected authorities to lead sessions that will focus on building brands and protecting revenues during a recession.

"This year's ECEF will be more timely and topical than ever," Lippman notes. "The industry executives I hear from are eager to find new solutions and strategies to counteract the recession. ECEF will provide more than a few." Speakers at ECEF will include:

- Geoff Freeman, Senior Vice President, Public Affairs, US Travel Association. Freeman will examine his organization's response to Washington's most recent assaults on meetings and events in "Travel in Troubled Times." Overheated rhetoric about TARP and spoken fears of a swine flu pandemic are presenting a serious challenge to the meetings and events industry. Freeman's organization is using cutting-edge tactics to meet the challenge.
- Allen Blue, LinkedIn Co-founder and Vice President of Product Strategy. In the keynote address, Blue will describe how his firm is revolutionizing the industry by applying Web 2.0 technology to the marketing of events.
- Mike Cooke, CEO, dmg world media. Cooke will reveal how he has challenged his company's managers to deliver better returns for cash-strapped sponsors and exhibitors in "Increasing Your Customers' ROI by 50%."
- Hal Josephson, President of MediaSense and former producer of Electronic Entertainment Expo (E3). Josephson will explore the ins and outs of launching events in China in "Exporting Your Show to China."

- Lori Anderson, President/CEO, International Sign Association. In “Attendee Acquisition in a Recession,” Anderson will demonstrate why, in a time of corporate cutbacks and layoffs, powerful executive leadership is essential to increasing attendance.
- Helen Marano, Director of the US Department of Commerce’s Office of Travel and Tourism Industries. Marano will spell out the Obama administration’s plans for streamlining entry into the US by attendees and exhibitors in “Getting International Delegates to the US.”
- Margit Weisgal, President & CEO of the Trade Show Exhibitors Association. Weisgal and three exhibitors will discuss candidly the value of tradeshow in today’s marketing mix in “Our Exhibitors Speak.” Joining Weisgal are Francesca Lendrum, Director of Marketing Services, NAVTEQ; Steve Seibert, President, Three Rivers Optical; and Beck Wentz, Director for Customer Events, AmerisourceBergen.
- Wayne Jacobs, president of Jacobs, Jenner & Kent Market Research. With conference producer Sam Lippman, Jacobs will lead two strategic problem-solving sessions that capitalize on live audience-polling in “Peer-to-Peer Executive Learning.”

ECEF 2009 represents the eighth consecutive edition of this important invitation-only conference. More information is available at www.eceforum.com.