

Keynote: Linked In

- Building tools to make professionals more successful
- Worldwide information about companies, jobs, answers to questions
- Trade shows
 - Help people make decisions about which events are important to them
 - Help determine sponsors, speakers, and candidates

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Getting International Delegates

- The Department of Commerce fully supports the value of conventions and meetings
- Improvements in visa facilitation can help increase delegate attendance
 - Use businesscenter@state.gov
- Entry programs need communications support, especially for preparing your delegates.

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Our Exhibitors Speak

- Small exhibitors want consideration equating to large exhibitors
- Downsize / drop events because of value perception
- Be proactive in assisting exhibitors
 - “By the time an exhibitor is deciding to downsize or withdraw, it’s too late
- Quality trumps quantity

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Attendee Acquisition During Recession

- Think “it can be done” (power of positive)
- All staff pulling together
- Change risk-averse culture
- Provide targeted education
- Reach out personally
- Listen to your audiences
- Quality not quantity
- “Success” is being successful “inside the box”

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Importance to US Economy of Business Travel

- Attacks on corporate meetings and events threatens the US economy
- It hurts
 - Local economies
 - Hourly employees in venues
 - Local service providers
- New treasury regs regarding corporate travel
- Unite and raise your voice

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Exporting Your Show to China

- 2nd largest country in the world (next to Canada)
- Growth at 7.5%
- Moving from rural to urban
- Growing infrastructure
- Will be the 2nd largest economy
- Need knowledge transfer to produce events

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Increasing Your Customers' ROI 50%

- ROI is not measured in square feet or number of visitors
- Think about three new metrics
 - Traffic flow
 - Attraction rate
 - Attendee engagement
- Do anything that encourages interaction on the show floor
