



Show Buzz

A Newsletter of the Washington, DC Chapter of the
International Association for Exhibition Management

Copy that Kicks: How to Propel Prospects to Your Event

March 2006

By Betsy McWhirt, Director of Business Development, Fixation Marketing

Pop Quiz

Your job is to write promotional copy for your next event. Your response?
1) Your palms start to sweat. 2) You develop a migraine headache. 3) You immediately schedule your long-delayed root canal because anything is less painful than writing.

Don't call 911 just yet, because I have good news! You *can* write copy that kicks by following a few tips from the professionals.

Tip One It's all about your audience.

Your organization is putting on a big event, but your prospects are asking, "So what? What's in it for me?" It's really about why and how your event is so great for your audience.

Tip Two Professional copywriters may spend as much as 80% of their time doing homework before they begin to write.

First, they answer questions like, "Does this audience want to increase revenues? Is this event *the* place for cutting-edge technology? Does another event do it better?" So begin by doing your homework, and learn about your audience through online research, surveys, interviews, and anything you can get your hands on.

Tip Three Create a strategy brief by organizing information around more questions.

- ♦ What is your event position? (The leader? A close second?)
- ♦ What's your big promise? (Your audience will sell more products? Save more lives?)
- ♦ Why should your audience believe your big promise? (Statistics? Reliable sources? If you cannot back it up, don't say it!)
- ♦ How do you want your audience to respond? (Register today?)
- ♦ Who are you talking to? (Homogeneous group or multiple audiences?)

(Continued on page 6)

What's Inside

Chair Column	2
Two Lucky Members	3
Welcome New Members Congrats to CEMs	4
Working with CVBs Member Photos Jan. Luncheon	5
Copy that Kicks	6
IAEM and CEIR Agreement	7
Developing RFPs (continues on pg. 10) Member Photos Feb. Luncheon	8
March 10 Super Session Details	9
2006 Chapter Calendar	11



Chair Column - The Importance of Your Membership

This month I'd like to re-emphasize the importance of your membership and involvement in IAEM. IAEM is a trade association established to promote the growth and expansion of the exhibition industry. It was founded on the need to bring people together to both educate and advance individuals professionally, as well as to support the mechanism that brings buyer and seller together.



Penny Parr, CEM, CMP

Since its inception in 1928, IAEM has represented the interests of trade show managers, exhibition managers and show organizers who conduct trade shows or exhibitions in the U.S. and abroad. They serve more than 3600 members in 46 countries, in addition to hundreds of individuals, partner vendors and service organizations that have business interests in the exhibition industry. Their impact is profound.

As you know, the principle purpose of the IAEM DC Chapter is to support the goals and purposes of IAEM. We are an extension of their global efforts. Continuous education is a key component of that effort and of membership in IAEM. And to that end, the IAEM website is a valuable tool and resource for information.

Some of the following topics covered are just a keystroke away:

- ♦ Numbers that indicate basic expenses and income for producing a show.
- ♦ Information for exhibitors to convince them of the importance of exhibiting.

- ♦ Information about starting a new trade show.
- ♦ Typical practices and information for setting booth prices for your show.
- ♦ Help for writing show rules and regulations, and your exhibitor prospectus.
- ♦ Detailed information to help prepare a budget for your show.
- ♦ Resources to outsource show production, promotion, or sales.
- ♦ Facts and figures about the size of the global industry.

Just to name a few.

IAEM and the IAEM website are powerful sources to help achieve success in your day to day efforts of operating in and staying ahead of an ever changing business world and global marketplace. I hope this information serves to remind us all of the importance of membership in this cutting edge and far-reaching organization.

Be sure to visit www.iaem.org and check it out today. You will be glad you did!

Penny Parr, CEM, CMP
IAEM DC Chapter Chair
National Sales Executive
Brede Exposition Services, Inc.
pparr@brede.com



Washington, DC Chapter 2006 Board of Directors

IAEM Mission Statement: IAEM promotes the unique value of exhibitions and similar events and is the principal resource for those who plan, produce and service the industry. - Adopted Sept. 2004

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Two Lucky Members...

Cathryn I. Wanders, CEM, Exhibit Operations Specialist Optical Society of America

In 2005 I was able to attend my third IAEM Annual Meeting and Expo! Expo! thanks to a free registration I won at an IAEM Chapter Luncheon. See real people *do* win!

I have been involved in the exhibits industry for seven years, and while I have learned many things through co-workers, trial and error, my CEM classes, etc., attending professional conferences is one of my favorite ways to increase my knowledge base. Nothing beats the chance to interact with peers one-on-one.

I received a wise piece of advice during my student teaching in college while attending a conference with my supervising teacher. I confessed to her that I was surprised that she would be attending this conference even though she was a very successful teacher and could easily be presenting on a variety of topics at the conference. She replied that she went every year because even if she walked away with just a handful of good ideas, those ideas would add to her "bag of tricks." She went on to say that every smart teacher collected as many ideas as possible, because life would never present the same day twice; we needed to be prepared for what was thrown at us. If one approach did not work, she would pull out another which had worked for someone else. Well, I certainly added to my personal "bag of tricks" in Atlanta.

This year's IAEM conference did not disappoint. I learned how to make a contract a stronger legal document, how to make it easier for Chinese attendees to obtain visas, how to better manage the financials of an event, and 50 things I can do to save my exhibitors money.

My sincere thanks again to the DC Chapter for the opportunity to attend. I hope to see everyone next year.

Karen P. Miller, CEM, Exhibits Manager National School Boards Association

I'm usually not the luckiest person in the world when it comes to winning things. However, I was fortunate enough to be the winner of the DC Chapter IAEM Annual Meeting Scholarship. As I enter into my fifth year of working in the industry, IAEM and its meetings continue to be an important source of education, networking, and, of course, fun. This year's annual meeting was no exception. In addition to the usual roster of activities, I also received my CEM this year, so this meeting was especially meaningful for me.

It is always difficult to choose which sessions to attend when so many are going on at the same time. Luckily, my association is very supportive of continuing education and sends a number of our conference and meetings staff, so we are able to "divide and conquer" the sessions and then compare notes afterwards. I especially enjoyed the exhibitor training session as I'm a huge advocate of exhibitor education. I've offered exhibitor training sessions and teleseminars before, during and after our conferences. These seminars have received rave reviews from our exhibitors. This IAEM session reinforced both the importance of this type of education, as well as the fact that it's becoming more commonplace for show managers to train their vendors so everyone has the best show possible.

Although networking is sometimes an overused term, I have negotiated many a contract and made many a new friend through IAEM. Once again, this year was no exception. I was able to re-establish two business relationships and caught up with old friends.

I recently ended my term on the national membership committee, and I find it both surprising and sad that there are not more employers that support their staff's involvement with IAEM. For me, it has helped to catapult my career and my future. I left this year's meeting feeling rejuvenated with lots of new ideas I hope to implement in 2006 and beyond. Thank you, IAEM!

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American Public Power Association:

Kim Akoto, Joy Arthurs, Kim Akoto, Pam Cowen, Paulette Kum, Brent Nussbaum, Heidi Lambert, Jackie Williams

Brian Moon, Consumer Electronics Association/CES

Robert E. Pugh, George E. Fern Company

Erika Interiano, International Association of Dental Research

International Association of Fire Chiefs:

Kelly Piringer, Meighen Weinstein

National Association for College Admission Counseling:

Edward Harper, Greg Ferguson, Joseph Jordan, Richard Gagliano, Ann Singer, Jennifer Griffith, CMP, Lori Siegelau, Sylvia Karpf

Produce Marketing Association:

Duane E. Eaton, CAE, John Connor, Eboni Wall, Kelly Koczak, Lynda Fisher, Shara Stewart

Tarrie Dortch, Snack Food Association

Congratulations to our Chapter's Newest CEMs

Cori Dossett, CEM

American Physical Therapy Association

Jamie Hillegas, CMP, CEM

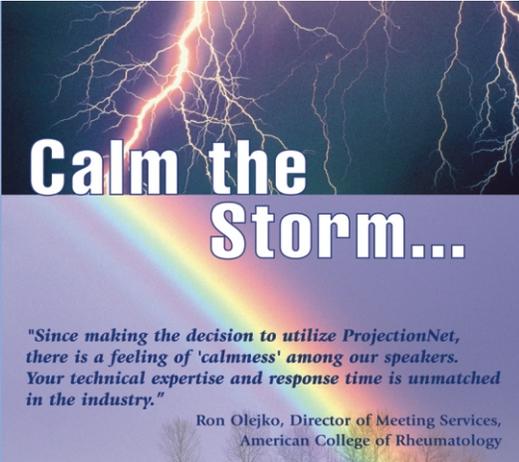
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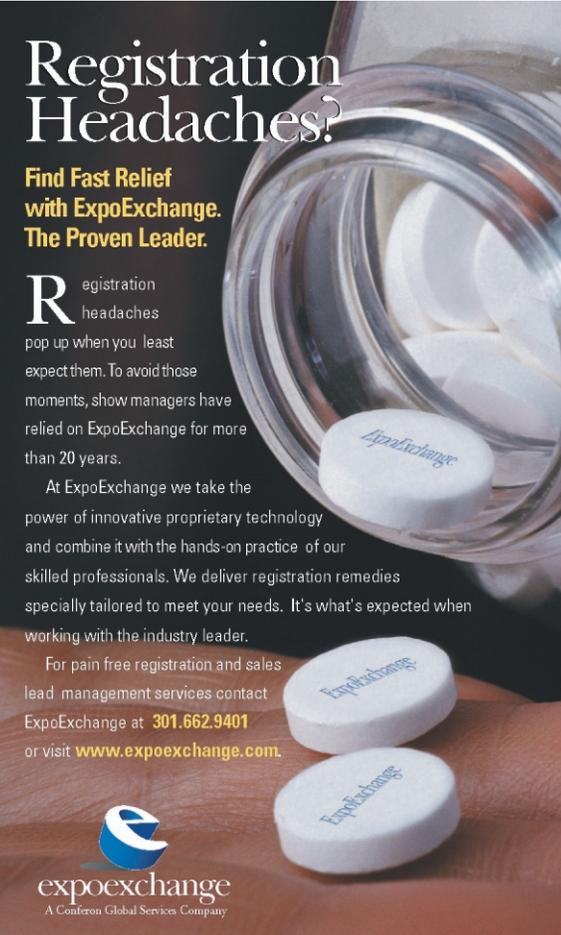
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Working with CVBs - Valuable Tips from the January Program

By Steve Schultz, National Electrical Contractors Association

As many experienced professionals in the meeting industry realize, the success of one's meeting or event starts long before the group arrives on site. One of the most important starting (and finishing) factors should be the working relationship formed between the planner and the destination's Convention and Visitors Bureau (CVB). It is vital the relationship gets started on the right foot and continues until the event is totally completed. No one person in the "chain" of events should not be considered important – assistants, convention services and sales. It is through their professional efforts, a planner can construct a successful meeting using all the assets the meeting has to offer. Over the years, a few important do's and don'ts have popped up which I feel should be considered by CVB staff when dealing with planners. This is not to say these alone are the only points to consider. I do feel however, if followed, your chances of a successful working relationship are increased.

Do's

- Set up an effective line of communication with the proper medium.
- Set up at least one meeting between planner, CVB Sales and the convention services person.
- Be able to provide an adequate amount of information and marketing materials to planners for their group.

Do's

- Allow the planner to have the ability to link your website to theirs.
- If possible, have a CVB staffer attend a previous event to get the "real scoop" as to how the meeting works.
- As the event process evolves, the CVB could gather a list of contact people and phone numbers of all properties used in the city.

Don'ts

- "Don't bug us – we'll bug you." Timelines of communication are the essence of success.
- When conducting a site visit, don't give a planner material to carry home – offer the choice of taking it or sending it.
- If politically correct, don't give leads out to all Bureau members. Follow the specs in the RFP and only give leads out that would make a good fit.
- When selling a city, don't always stress to a planner the amenities of the city – they know that. Tell them how the city meets their meeting needs.
- When doing a site visit, don't randomly add extra venues to see without running it by the planner first. Site visits (if done properly) are tiring enough.
- For CVB sales, don't be a stranger. Keep in touch with your planner throughout the whole event – start, during and after.

Members at the January Luncheon



Copy that Kicks

(continued from page 1)

- ♦ What does your audience think now? (Your event doesn't offer enough value?)
- ♦ What do you want your audience to think? (They can't afford *not* to come?)
- ♦ What is the right tone of voice for your copy? (Serious? Fun-loving?)
- ♦ Who needs to approve this strategy brief? (A committee?)

Tip Four Now it's time to write.

Close the office door, turn off the phone, fix a cup of tea, or even work from home in your bunny slippers and:

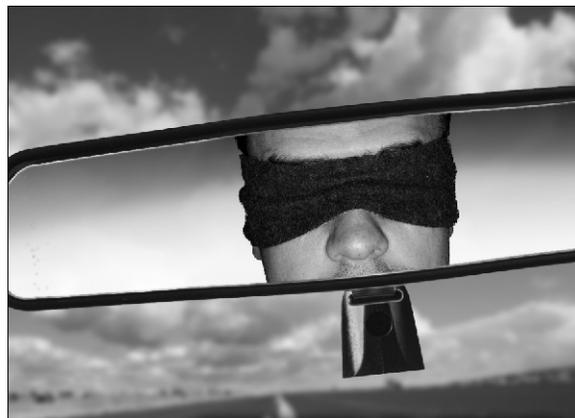
- ♦ Find the hook or the big promise and don't bury it five paragraphs down!
- ♦ Keep it short.
- ♦ Talk directly to your audience.
- ♦ Use the active form of the verb.
- ♦ Use the imperative form of the verb whenever you can. (Register now!)
- ♦ Create a sense of urgency. (Offer expires soon!)
- ♦ Use your audiences' vocabulary, not yours.
- ♦ Use action-packed, image-evoking, colorful words.
- ♦ Given a choice between clever and clear, be clear.
- ♦ Surround yourself with good reference books.

And my favorite:

- ♦ Have a fresh pair of eyes read it before it goes to the printer.

Remember, find your audience perspective, do your homework, organize your information, and before you know it, you'll be kicking out copy that propels prospects to your event.

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but it's all
about your
audience.”



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IAEM and CEIR Agreement

Benefits IAEM Members

IAEM and the Center for Exhibition Industry Research (CEIR) are working towards a consolidation of the two organizations starting in 2006. As part of IAEM's strategic plan, IAEM is now able to offer CEIR research to all IAEM members as a way to increase value to IAEM members. Organizations with membership in both CEIR and IAEM have immediately benefited from only having to pay dues to one organization instead of two.

Both CEIR and IAEM are working to form a more beneficial agreement that includes:

- All IAEM members will receive CEIR membership benefits as part of their IAEM membership benefits at no extra cost.**
- IAEM will provide CEIR administrative and membership services support at no charge to CEIR.
- CEIR will have its own Board of Directors and President, just as it does today.
- The CEIR Board will control a restricted monetary fund that will be used to produce research as approved by the CEIR Board. IAEM will contribute to that fund.
- CEIR members that are or become IAEM members will not have to pay separate CEIR dues.
- CEIR members that are not IAEM members can continue to be CEIR members just by paying their CEIR dues.
- IAEM is taking on all of the financial responsibility for supporting CEIR administratively and in return, IAEM members will get the full benefits of CEIR membership. Both the CEIR Board of Directors and IAEM Board of Directors have approved this agreement.

With IAEM's help, CEIR will be able to continue to produce the effective research the industry needs.

Research

CEIR houses the world's largest collection of primary, exhibition industry-related research studies. Hundreds of reports are available to help industry professionals better understand the world of face-to-face marketing.

Information

Considered an industry authority, CEIR produces several publications and educational sessions that keep industry professionals informed of the latest experiences and trends within the industry.

Communication

CEIR communicates the value of exhibitions to business leaders and decision makers using a variety of techniques including feature articles, public speaking presentations, public relations and by making PowerPoint Presentations and ads promoting the industry available from the CEIR web site at no cost: www.ceir.org.

IAEM and CEIR hope to finalize the agreement within the next few weeks and will provide updates as more information is available.



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Developing RFPs – A Recap from the February Program

At the February 10 DC Chapter Luncheon Program, members participated in a panel discussion on developing Request for Proposals (RFPs). Many thanks to member panelists: Beth Hays Kepnes, CEM, CMP, Chrissy Connolly, CMP, Terry Arnold and to Andrew Ortale for serving as the moderator. Some of the valuable information presented is recapped here.

RFPs (and you can never provide too much information in an RFP) can go to any vendor, and some suggested vendors are: AV, Decorators, Security, Transportation, First Aid, Hotels, and Special Events.

Developing RFPs – Where to Start for Audio Visual Services

Your Audio-Visual RFP should enable you to collect all of the information necessary to select the best AV partner that will assist you in achieving your organization's goals.

What We Need from You

Timing is EVERYTHING – the earlier the better; precise information, if available; history.

What You Should Expect from Us

Accuracy & commitment; timeliness; disclosure; personnel assignments; references.

Developing RFP's Using a “Non-Preferred” AV Partner

Facilities are becoming more active in protecting their “preferred” or in-house vendors. We (as vendors and clients) are partners with these facilities in maintaining positive relationships and delivering superior services to our attendees.

Freedom of Choice

AV is an element of an event that is central to the overall purpose, and ultimately contributes in large part to the success or failure of the event's objectives. It is, therefore, a service over which customers must be able to maintain full control, should they wish to do so.

Advantages of a Complete RFP

More accurate pricing and information from the contractor; reduce questions and save time; and receive customized solutions.

Important Facts to Include in RFPs

Primary contact information; show name; number of exhibitors; number and size of booths; city/venue/hall; type of show; what is the expected freight weight of the exhibitors; dates/hours. *(Continued on page 10)*

**Thank you to February
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Members at the February Luncheon Program



Register Today for an Exciting Super Session and Luncheon Program on March 10

It's time to register for this year's exciting Super Session and Luncheon Program! Join the DC Chapter at The Washington Convention Center on March 10 for the morning Super Session "How to Listen Clients into Selling Themselves" with speaker, Stephen Pia. Stephen is Founder and Media Sales Trainer/Coach of COACH MEDIA and was a speaker at the 2005 IAEM Expo! and he received rave reviews!

All too often, a sales call turns into a data dump where the salesperson spends 45 minutes extolling the virtues of their integrated event opportunity, without setting an agenda, understanding the prospect or client's customers, or identifying his/her goals or challenges. The presentation comes to an end and the salesperson walks away unsure of the outcome and next steps. Sound familiar? If so, wouldn't you like to learn how to "listen clients into selling themselves" and ensure you never have that uncertain feeling again.

In this interactive session, you will learn a 'Communication Strategy' that will guide you in this process of "listening clients into selling themselves." Stephen will teach you, among other things, how to: manage the communication; build credibility and rapport; ask 'money making' questions; utilize FAQs to bring your integrated event program to life; facilitate the meeting recap; understand next steps and closing techniques; negotiate the "no budget" objection.

Following the Super Session, the DC Chapter will hold its Luncheon Program – you don't want to miss either!

FEES:

Pre-Registration (deadline March 8)

Morning Super Session and Luncheon Program
Chapter Members: \$99; Non-members: \$125

On-site Registration

Super Session & Luncheon
Chapter Members: \$115; Non-Members: \$140

Luncheon Program Only

Chapter Members: \$35; Non-members: \$40

AGENDA:

9:00 am - 9:30 am
Registration and Continental Breakfast

9:30 am - 11:30 am
Morning Super Session

11:45 am - 12:30 pm
Luncheon Registration & Networking Reception

12:30 pm - 1:15 pm
IAEM DC Chapter Luncheon

1:15 pm - 2:00 pm
Chapter Program

REGISTER:

Don't delay, register at: www.dcchapter.iaem.org

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Developing RFPs

(continued from page 8)

Important Facts to Include in RFPs:

- Future locations/date
- Does registration set up/dismantle follow the same schedule?
- Registration Requirements
- Association Requirements
- Exhibit Hall Requirements
- Any off-site requirements?
- Budget?
- Exhibitor pricing from last show
- History of show with dates, locations and contractor
- Is there an opportunity for a multi-year contract?
- What were the successes and challenges of the last event?
- Who signs the contract?
- Timeline
- Format for asking questions regarding the RFP. Name and contact info? Email or phone?
- How many copies of the proposal are needed?

Important Information to Request

- References
- Exhibitor service plan prior to and during the show

Important Information to Request

- Do you operate a marshalling yard for shows at this facility and how far is it from the hotel/convention center?
- Where will empties be stored? What is the process for empty return?
- How will small packages be handled and billed?
- After the show can you provide me a list of forced freight?
- Where are your warehouse facilities, how large are they, and how many full-time personnel are in each of these offices? Do these have sign shops?
- History of the company
- When do union contracts expire?
- What is your experience producing shows similar to the size and type of our show?
- Annual report
- Certificate of insurance
- What shows does your company handle that occur in the same location within a 45 day time frame surrounding my event?
- Account team and biographies
- Association/Show Management Pricing
- Exhibitor pricing

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2006 IAEMDC Chapter Calendar

Save the Dates:

March 10

Super Session & Chapter Luncheon Program

April (date TBD)

Evening Networking Reception

May 12

Chapter Luncheon Program

June 9

Chapter Luncheon Program

June/July (date TBD)

Chapter Golf Tournament

July (date TBD)

Fun Day

September 8

Chapter Luncheon Program

October 13

Chapter Luncheon Program

November 17

Chapter Luncheon Program

December (date TBD)

The Mix - Holiday Party

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Thank You

Many thanks to those members who participated in the recent IAEM DC Chapter survey.

Your valued responses were used to direct many of this years Chapter program offerings.

We are also pleased to report that as a result of your responses, two DC Chapter members were selected to attend the recent Technology Solutions: An IAEM Professional Development Conference in Washington, DC. Your input helps to make the DC Chapter of IAEM the best ever!



*When the choice must be based on
QUALITY*

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A Newsletter of the
IAEMDC Chapter

Show Buzz

IAEM Washington, DC Chapter
c/o Mary Beth Baluta - David Green Organization
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Washington, DC 20036