



March/April 2014

A newsletter of the Washington, D.C. Chapter of the International Association of Exhibitions and Events

[www.iaeedc-chapter.com](http://www.iaeedc-chapter.com)

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## Embracing Change: Turning Challenges into Opportunities in the Internet Age

By Rick Dobson, CEM, ExpoBee Ltd



The popular use of the Internet in the mid- to late-1990s brought with it the potential to change the world in ways both big and small. For trade show organizers, especially the more visionary among them, it represented the means to achieve the Holy Grail – the Virtual Trade Show! No longer would an event be limited to a few days each year; now it would simply become a digital analog of itself, continuing to deliver many of the same benefits year-round.

In fact, so “real” was the notion of the Virtual Trade Show that this thing which for some represented the key to extending the life of their events was, to others, an existential threat

to the traditional trade show itself. Of course, predictably, it proved to be neither. What the Internet has done, however, is place access to information at everyone’s fingertips – a good thing to be sure but not without consequences.

In the days prior to near-universal web access, trade organizations and associations enjoyed being a (if not the) major source of news and information for the industries they served. Becoming a member provided access to valuable content and services, and offered a sense of community. Each organization’s annual convention and exhibition furthered that sense of community as it provided a perfect venue for attendees to discover new products and services, interact with peers, identify possible

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# NOTES FROM THE Board

## Volunteering—Sharing Your Passions



**Ronnie Schaer,**  
CEM, CGMP, DES

We are just a few of the IAEE volunteers who exhibit our passion for the industry and helping others grow through education and networking opportunities. Our lives have become both personally and professionally enriched through volunteering. Being helpful is a huge part of who we are; it also gives us the huge opportunity to work with some great people like Karen Miller and our current Board of Directors. Do you share your passions through volunteering? Try it and find out how rewarding it can be!

As defined by Webster, a volunteer is one who chooses freely to do something. The easy part about volunteering is simply making the choice to do SOMETHING. This action can be as small as talking with the chapter's first timers meeting attendees or as big as serving as Chapter Chair.



**Dede Walsh, CMP,**  
CTS

When we were asked to be the Co-Chairs of the Program Committee in 2011, it was the first step for us in “choosing to do something” for our chapter. The two-year commitment also needed to be well thought-out. There were big shoes to fill! Could we continue to deliver the great educational programs our chapter is known for? After a great deal of consideration, we both said yes. And, we were off and running with our new responsibilities. Was it a huge commitment? Of course it was. But if you ask us, volunteering has provided us with a deep sense of accomplishment and the opportunity to give back to our incredible community.

Without volunteers, our chapter could not exist. Our volunteer board of directors is responsible for overseeing the day to day functions of the chapter. Each contributes their time and expertise to assist with navigating the DC Chapter through new and uncharted areas whether it's new exhibit meeting trends, overcoming an industry crisis, or just keeping our membership engaged. However, every board member's journey began with the

first raise of their hand and a willingness to do something. Ask any of the board members or the quarterly “volunteer winners.” They will say volunteering has helped them understand the mechanics of the chapter and broaden their exposure to its local members.

It can also advance your career opportunities. Several board members have made career changes and/or advancements which have come about because someone on a chapter committee knew of a job opening or knew someone looking to enhance their current employment status. It is easy to increase your “brand” when the members-at-large recognize and understand your commitment to the chapter and to the exhibition industry. It can also increase your “brand” awareness to possible future customers and fellow industry contacts.

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## How does the volunteering process work?

1. Explore! Investigate each committee and decide which committee closely matches your interests.
2. Sign up! Contact the Chapter Chair or any board member to get you connected with the committee director.
3. Participate! Saying “yes” is a great first step but become active within your committee.
4. Be reliable! Understand all of your time commitments and involve yourself accordingly.
5. Persistence! Remember all committee directors are volunteers too. And, sometimes our “real” jobs take our focus away from our “volunteer” positions. Help your committee director to stay on track. It’s the quickest way to become a committee director yourself.

Volunteering has its great rewards but understandably it can be a bit intimidating at first. Even so, just decide to do something then raise your hand. We are certain; you will discover a new way that will transform (or add value to) your life.

## Mark Your Calendar

Chapter upcoming activities are noted on our website <http://www.iaeedc-chapter.com/page.cfm/ID=1>

Chapter luncheons are typically held the second Friday of every month EXCEPT in June, July, August and December.

### Typical agenda:

Registration and Networking Reception:

11:45 a.m. – 12:30 p.m.

Luncheon and Education

Program:

12:30 p.m. – 2:00 p.m.

### IAEE Luncheons:

*When:* March 14, 2014

*Where:* Smith & Wollensky’s

*Topic:* The Drivers of Multi-Year and Multi-Event

Audience Engagement

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*When:* April 11, 2014

*Where:* Bethesda Marriott Pooks Hill Road

*Topic:* CIER – Latest Industry Data and Trend Outlook

*Sponsored by:*



*When:* May 9, 2014

*Where:* Westin Alexandria

*Topic:* TBD

### Volunteers Needed!

Join your fellow chapter members at the Capital Area Food Bank in Washington, DC on Saturday, May 17 from 1:00 pm – 4:00 pm. Twenty-five (25) volunteers are needed. Please contact B. Murphy if you would like to register to volunteer:

[bmurphy@fernexp.com](mailto:bmurphy@fernexp.com)

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The advertisement features a black background with white text. At the top, it says 'Hello, Future. Goodbye, Past.' in a large, bold font. Below this, the text 'ITN INT.' is displayed in a stylized font with a red dot above the 'I' and a red dot below the 'T'. To the right of this, the text 'TAKE YOUR EVENT INTO TOMORROW.' is written in a bold, red font. At the bottom, there is a list of services: 'REGISTRATION & EVENT MANAGEMENT APPLICATIONS', 'ONSITE APPS, SOLUTIONS & SERVICES', 'EVENT ANALYTICS', and 'PROFESSIONAL SERVICES'. Below the list, it says 'Call us today at 1.801.676.7931 or visit our site: itnint.com' in a bold, red font.

**Hello, Future.  
Goodbye, Past.**

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# Embracing Change: Turning Challenges into Opportunities in the Internet Age

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new business opportunities, and generally stay up-to-date with all manner of industry-specific issues and trends.

The unique role that trade shows play has clearly not diminished; in fact, it continues to be a growth industry for the most part with new events being launched on a regular basis. Unfortunately, the same can't be said of the role trade organizations and associations play in terms of their importance as providers of news and information. The ability to access seemingly infinite content on-line has had a dramatic impact. The phenomenon is referred to as "disintermedia-

tion" – a term originally coined in the late 1960s to describe the flight of capital from low fixed-rate investments to those with a higher albeit riskier potential ROI, but now commonly used to describe the elimination of the middleman in any transaction.

Perhaps it should come as no surprise that, despite all the advancements in technology, people have changed very little. The need to remain current with trends and developments continues, as does the desire to interact with others. Trade organizations and associations continue to play a vital role in their respective industries,

and events remain as popular as ever. What has changed, however, is the speed at which information now flows, to say nothing of the sheer volume of it. And then there's the matter of time – something we seem to have less and less of, and certainly not enough to sift through the flood of available information looking for the few bits and pieces that are truly relevant and important to our particular needs and interests.

While it is often comforting to think back fondly to simpler times (I'm not ashamed to admit that I still remember the days when show signage

was all hand-painted by actual artists and badges were all created on bulletin typewriters – the latter not actually such a fond memory!), the reality is that technology has created opportunities never before imagined. And our role as show organizers is the same today as it has always been – to serve our customers to the best of our ability and to ensure that we are always delivering the maximum value possible.

The Virtual Trade Show may not be the answer but the question remains, "How do we extend the value of our events beyond their physical dates?" The key, then, is to find ways

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## 2014 Board of Directors

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National School Boards  
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kmiller@nsba.org

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National Trade Productions  
aortale@ntpshow.com

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Projection Presentation  
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dwalsh@projection.com

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bmurphy@fernexpo.com

### Communities & Outreach

Mary Higham, CEM  
ASIS International  
Mary.Higham@asisonline.com

**Do you have a topic that  
you would like covered at a  
lunch? Contact Paula Herz,  
pherz@shepard.com or  
Charlie Robinson, crobinson@  
tradeshawlogic.com.**

**Interested in sponsoring an  
event? Contact Bill McGlade  
to learn more at  
Bill.McGlade@signs.org.**

**If you have any questions or  
comments about the articles  
in this newsletter, please  
contact Donna Johnson at  
202.367.1271 or djohnson@  
courtesyassociates.com.**

**If you would like an extra  
copy of any issue of Show  
Buzz, please send an e-mail to  
Donna Johnson at djohnson@  
courtesyassociates.com  
with subject line Copy of  
Show Buzz.**

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in which to keep our customers engaged with us and with one another year-round.

Imagine the insights we could gain if we had access to their discussions, what they were interested in, what they read, the challenges they face? It's not a matter of creating content – there's plenty of it already out there – but rather finding ways to position ourselves between the content providers and the content consumers. Not only would we be facilitating something of great value – both real and perceived – but it would also go a long way toward helping our organizations regain their

position as primary sources of information. No longer would traffic to our websites be of interest only for a limited period of time leading up to – and, if we're really lucky, during and after – our events, but year-round.

So, how can this be achieved? Fortunately, there is wide range of solutions available today offering everything from basic emailed newsletters to highly sophisticated smart technologies that automatically scan the websites of all exhibitors, industry blogs and on-line publications, on a continuous basis in search of news. The news it finds being

automatically harvested and then filtered for relevance. Such technologies also employ sophisticated personalization tools that track individual reading patterns, using that information along with the reader's own self-reported interests in order to deliver personalized content on the fly. Some of these solutions further enhance the business community's engagement with features that provide the ability to share content within one's own personal network, as well as allowing readers to attach comments to individual articles thus promoting conversation. Taken together, these features

add tremendously to the value of your events resulting in increases in customer loyalty, customer retention, new customer acquisition, and brand awareness.

Trade shows continue to thrive because there simply is no substitute for face-to-face interaction. For a few days each year your organization is the focus of your industry. Although that particular experience only comes around once a year, the opportunity to deliver value never ends.

**About the author**

Rick Dobson, CEM, a 36-year veteran of the trade show business, is VP Sales USA for



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Photos of the Washington, D.C. chapter luncheons and other events  
Photos: Bob Blanken  
IAEE DC January Luncheon



*John Hyland and M. Richard Melliand*

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*B. Murphy and Dennis Sharland*



*Kendra Smith and Angela Carr*



*Kiki Janssens and Tara Gabaldon*



*Kyla Knudson, Rocky Gupta, and Jennifer Abdinoor*



*Mildred Hernandez, Kiki Janssens, Tara Gabaldon, and Chris Alex*



*Patti Steele and Wayne Crawford*



*Karen Miller, CEM and Dharmesh Dayabhai*



*Leslie Hastings, Karla Kelly, and Melinda Kendall*



*John Hyland, Doug Whittemore, and Kimdell Lorel*

# Enhance Your ROI at Shows with Social Media

By Yoshika Lin, NaylorCMG



8: Much of the success of an exhibitor's return on investment results from not only their presence at an event, but also the type of marketing they conduct both before and after a show. Virtually everyone uses an electronic device to check emails and connect online, and one of the most effective types of communication is through social media. Business contacts are constantly on the move, and many prefer to receive concise communication on their handheld devices than lengthy emails.

When used in conjunction with more traditional marketing methods, social media marketing can be powerful and cost-effective. Below are a few social media tactics that exhibitors can use to maximize their ROI before and after a show.

## 1. Use Twitter announcements.

Twitter can be used to send continuous pre- and post-show updates to an exhibitor's followers. Exhibitors can also use Twitter during a show to send live updates for contests or product demos within their booths. Many events use event-specific hashtags, and these should be incorporated in company tweets to create brand buzz.

## 2. Set up an event page on Facebook.

Companies can set up an event page that revolves around a single upcoming event within their Facebook account and send invitations to potential customers to attend the show and visit their booth. They can post updates to the page Wall, and anyone who likes the page can receive updates in their general news feed.

## 3. Use Vine to share real-time footage of events.

If a potential customer is unable to attend a show, he or she can still view footage you create from the show and post to social media. Vine (for Twitter) allows users to create a 6-second video clip using the Vine application on their mobile device, then tweet it. Instagram offers the ability to create 15-second videos that can be shared within the native app and on Facebook. At a show with lots of activity, there are plenty of opportunities for short video stories. For example, exhibitors can share quick product demos or interviews with customers.

## 4. Embed social media icons in email signatures.

Once an exhibitor has established a social media account, making it visible to customers is crucial. Recognizable icons encourage email recipients to easily connect – and stay connected – to potential buyers, customers and contacts. Once a company follows a business contact on Twitter or LinkedIn, or likes a company's page on Facebook, they continue receiving updates and communication long after the show closes.

At a show, attendees want to visit as many vendors as possible within a limited amount of time. A compelling way to make sure your company is seen and remembered among hundreds, sometimes thousands, of exhibitors is by using social media to connect with potential buyers and customers.

*Yoshika Lin is a client services coordinator at NaylorCMG in Fairfax, VA.*

# Welcome New Members

## **AIM Meeting & Events, Inc.**

Megan Lennox

## **Aircraft Owners & Pilots Association**

Chris Eads, Amelia Vaughn

## **Alliance Exposition Services**

Stephanie Paul

## **American Speech-Language-Hearing Association**

Gwen Fortune-Blakely

## **Association for Unmanned Vehicle Systems Internation**

Ken Burriss, Dave Donahose

## **The Coulter Companies**

Kate Gilbert, Pamela Vail

## **Experient, a Martiz Travel Company**

Jennifer Bissex, Natalie Huso

## **Food Processing Suppliers Association**

Emily Dowsett

## **Hargrove, Inc.**

Tim Dever, Andrea Long

## **IMN Solutions**

Mary Becton

Chelas Poirier

Kayla Simpson

Steve Taylor

Stephanie Zboznovits

## **International Parking Institute (IPI)**

Aisha Adams

## **MDG & VPI**

Kellie Shevlin, CEM

## **National School Boards Association**

Heather Eggleston

## **Optical Society of America**

Leah Marie Olezewski

Jessica Pagonis

April Zack

## **Peppermill Resort Casino**

Chris Alex

## **SmithBucklin Corporation**

Shahana Islam

Brittany Jackson

Ashley H. Pencak, CMP

Alexandra C. Zapple

## **Vicki Johnson & Associations, LLC**

Vicki Johnson

# Connect with the D.C. Chapter

- **Facebook:** [www.facebook.com/IAEEDC](http://www.facebook.com/IAEEDC)
- **LinkedIn Group:** Join International Association of Exhibitions and Events (IAEE) Washington, D.C. Chapter"
- **Twitter:** [www.twitter.com/IAEEDC](http://www.twitter.com/IAEEDC)
- **Chapter Website:** [www.iaeedc-chapter.com](http://www.iaeedc-chapter.com)
- **Instagram:** Follow IAEEDC
- **Pinterest:** [www.Pinterest.com/IAEEDC](http://www.Pinterest.com/IAEEDC)

**Interested in speaking at an upcoming chapter luncheon please contact our 2014 Program Co-Chairs:**

**Paula Herz, email: [pherz@shepardes.com](mailto:pherz@shepardes.com)**

**Charlie Robinson, email: [crobinson@tradeshowlogic.com](mailto:crobinson@tradeshowlogic.com)**

**Interested in writing an article for an upcoming issue of Showbuzz, please contact our 2014 Marketing Chair:**

**Donna Johnson, email: [djohnson@courtesyassociates.com](mailto:djohnson@courtesyassociates.com)**



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[www.iaeedc-chapter.com](http://www.iaeedc-chapter.com)

## Upcoming IAEE Events

Women's Leadership Forum  
13 – 14 May 2014,  
Washington, DC

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Krakoff Leadership Institute  
2 – 4 August, 2014

Krakoff Advanced  
Leadership Institute  
3 – 5 August, 2014

Savannah International  
Trade & Convention Center  
Savannah, GA

CEM Week 2014  
18 – 22 August  
Austin Convention Center  
Austin, TX

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Expo Expo  
9 – 11 December, 2014  
Los Angeles, CA

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### Did You Know...

**IAEE members** automatically receive FREE access to Webinars and resources available through the International Center for Exhibitor and Event Marketing (The Center). Please visit The Center at [www.iceem.net](http://www.iceem.net) for more information and upcoming events.

### Shooters

#### MOVERS & SHAKERS

**Dan Berger** is now CEO at Social Tables.

**Irina Bowyer** is now Director of Membership at International Public Management Association

**Lori Burke, CMP** is now at National Home Infusion Association

**Sharyn Collinson** is now Vice President & Managing Director at Fixation Marketing

**Michael Doane** is now Content Manager at CadmiumCD

**Karen Kotowski, CAE, CMP** is now Account Executive at Talley Management Group

**Amy Peters** is now Director of Expositions at American College of Cardiology

**Ying Wu** is now Assistant General Manager at Intex Shanghai Co Ltd

# IAEE DC Committee Members

<b>Committee</b>	<b>Members</b>	<b>Organization</b>
<b>Special Events</b>	B. Murphy, Director bmurphy@fernexpo.com	Fern Exposition Services
	Gloria Nehemiah	NACUBO
	Kiki Janssen	Core-Apps
	Donna Jarvis-Miller	Meetings Management Group
	Lesly Rehaut	Travel Planners
	Robin Hayes	American Counseling Association
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	Chris Alex	Peppermill Reno
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	Teresa Denchfield	American Sportfishing Association
	Julie Sullivan	IAAPA
	Allison Burns	Society for Neuroscience
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	Stephen Pfeiffer	Shepard Exposition Services
	Kalia Williams	student
<b>Communities and Outreach</b>	Mary Higham, Director mary.higham@asisonline.org	ASIS International
	Dennis Tharp	J Spargo & Associates
	Ganchimeg Ravdan	Grad student
	Kate Hawley	American Association of Pharmaceutical Scientists (AAPS)
	Rob Hamlin	Ungerboeck Software International
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	Barbara Bienkowski	Barbara Bienkowski Sponsorship and Exhibit Services
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	Sia Mullen	Optical Society of America
<b>Education Programs</b>	Paula Herz, Co-Director pherz@shepardes.com	Shepard Exposition Services
	Charlie Robinson, Co-Director crobinson@tradeshowlogic.com	Tradeshow Logic
	Mark Mayhew	ASIS International
	Crystal Krason	Optical Society of America
	Stacie Doan	
	Molly Plummer	National Association of Convenience Stores
	Kyle McMillan	Produce Marketing Association



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