

SISO Executive Conference

Leading the Industry's for-profit show organizers for 21 years

August 9-11, 2011 • Pennsylvania Convention Center • Philadelphia, PA



DIGITAL *Declaration*

Life, Liberty and the Pursuit of Profit

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SISO THANKS OUR HOSTS



Dear SISO Members, Invited Guests, Speakers and Sponsors:
Welcome to the home of the Declaration of Independence, where this year's Executive Conference declares the era of new-age technology and its impact on the exhibition industry.

Attendance is again high this year as we continue to expand the Executive Conference into the areas of bringing reality to the bottom line.

Our opening presentation by Drew Davis will set the stage for an all encompassing look at existing and evolving technologies as well as what to expect in the future.

Every aspect of this conference will deal with technology and how it will affect our business models, including those clunkers where it just didn't work out as we had planned.

As in every SISO conference, networking is key to your success while meeting with peers and exchanging information in a candid and open environment where you will learn just as much over a networking break as you will listening to the fabulous content we have arranged for this conference.

Our special thanks to the Rick McConnell education committee of Denise Capello, Christy Coleman, Bob McGregor, Courtney Muller, Peter Nathan, Jamie Reesby, and Tony Shaw, whose inspirational and creative direction have enabled us to make this a very intense, content driven conference. Also, special mention to our techno friends Nancy Largay and Tony Uphoff who have enabled SISO to recognize their potential by tweaking some of our outdated technology and having us bring it all up to date with a newly designed ASP web site and the addition of Stephanie Selesnick as SISO's Community Engagement Ringleader, allowing us a more robust presence with Facebook, LinkedIn and Twitter.

We also want to extend greetings to our invited guests from AMPROFEC (Mexico), CEIR and our new partner ABM which brings the entire community closer together to exchange ideas and bring a new creative process to our industries.

Above all, we want to thank our hosts, Philadelphia CVB; Pennsylvania Convention Center; Aramark; Philadelphia Marriott; Starr transportation; Roberts Event Group; Reading Terminal and the Franklin institute, along with our many sponsors that continually support SISO and the Exhibition Industry.

Take advantage of the City of Brotherly love and explore Philadelphia as we kick off the 2011 Executive Conference and thank you for your participation.



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Denise Capello

Christy Coleman

Bob Macgregor

Courtney Muller

Peter Nathan

Jamie Reesby

Tony Shaw

Special thanks to our Techno Friends

Nancy Largay and Tony Uphoff

Sessions

Tuesday, August 9, 2011

★ **6:30 pm – 9:00 pm** **WELCOME TO PHILADELPHIA**
Reception and Dinner at the Franklin Institute


Hosted by   
www.PhiladelphiaUSA.travel

6:15 pm - Buses depart for Franklin Institute from 12th Street side of the Marriott

8:00-9:00 PM - Buses will return to the Marriott as needed

Wednesday, August 10, 2011

All sessions will be held in Room 119 AB
Breakfast and Lunch will be held in Room 118 BC

★ **7:00 am – 8:00 am** **Breakfast**
Hosted by 

★ **8:15 am – 9:00 am** **Introductions**

★ **9:00 am – 10:30 am**
Keynote: From Fractal Marketing to FishTV

Social media isn't only about learning how to tweet or trying to leverage Facebook to drive revenue. It's about understanding the concepts that help you decide whether you want to text something or YouTube it. Andrew Davis, Chief Strategy Officer and Co-founder, Tippingpoint Labs, uncovers the driving principles behind building a social media strategy. First, Drew will focus on delivering core concepts that attendees will need to embrace online strategies in the new media world. Then, he will work through some big ideas to help apply that knowledge, working through a specific example using one of our most engaged show producers and using that show as a case study opportunity.

Presenter: Andrew Davis, Chief Strategy Officer and Co-founder, *Tippingpoint Labs*

Sponsored by 

★ **10:30 am – 11:00 am** **Networking Break**
Hosted by 

★ **11:15 am – 12:30 pm**
Too much technology...too little time!

TOO MUCH TECHNOLOGY....TOO LITTLE TIME, delivers a panel of leading edge technology experts that have done the homework for you, as they present the latest technology offerings and what they really mean to show organizers. This session is the Consumer Reports of technology and they will show you which products are best buys and those to avoid.

Moderator: Tony Shaw, President, *Dataversity*

Panelists: Matthew Finlay, CEO, *Rising Media*

Jack Powers, Director, *IN3.ORG*

Mark J. Levitt, Online Product Manager, *O'Reilly Media, Events*


★ **12:30 pm – 1:30 pm** **Lunch**
Hosted by 

Table Top discussion groups

At the Executive Conference, the most valuable part of each conference is the opportunity to network and discuss topical issues common to our businesses. After all, who understands our challenges better than other show organizers? This year, to facilitate more of this peer-group exchange, we have organized themed discussions during our lunches. We have some topics in mind, but you're welcome to offer additional topics on site. The registration table will have a form where you can place your suggestions and sign up for the topic of your choice. The topics will be posted before each lunch, and tables will be identified by category for you to initiate a round of interesting, informative and intense intercollocation to learn and share with your peers.

★ **1:30 pm – 3:00 pm**
THE POWER PANEL – Monetizing Technology

As we continue into the new age of innovation and technology its more imperative than ever to determine which technologies can add value to your event and most importantly drive new revenue streams. This panel will explore not only the more traditional virtual show and webinar approaches but also some other exciting ways to engage in new technology and discover how to drive revenue directly to your bottom line.

Moderator: Nancy Largay, Vice President, *Reed Exhibitions*

Panelists: Rick Calvert, Co-founder, *Blogworld and New Media Expo*

David Adler, CEO and Founder, *BizBash Media*

Mary Dolaher, CEO, *IDG World Expo*

★ **3:00 pm – 3:30 pm** **Networking Break**
Hosted by 

★ **3:45 pm – 5:00 pm**
Funding Technology Models

Making a new technology work relies so much on the ability to secure funding for the idea. How do I find money to make these new electronic projects get off the ground and thrive? We'll discuss all the sources — internal resources, outside parties, sponsoring partners, user fees or new entities altogether. Join us for this critically important, interactive session as a panel of trade-show leaders and technology experts share their funding ideas. You don't want to miss this one!

Moderator: Rick McConnell, President, *Hanley Wood Exhibitions*

Panelists: Rob Hamlin, President and CEO, *MarketArt*,

Stephen Nold, President, *Tarsus Advon*

Kyle Welch, VP Finance, *Hanley Wood Exhibitions*

★ **6:30 pm – 9:00 pm** **TASTE OF PHILADELPHIA**
Reception and Dinner at the Reading Terminal Market


Hosted by  
www.PhiladelphiaUSA.travel



The Market is located directly across the street from the Marriott. Please use the Market entrance on 12th Street near the corner of Filbert Street.

Thursday, August 11, 2011

All sessions will be held in Room 119 AB
Breakfast and Lunch will be held in Room 118 BC

★ **7:30 am – 8:30 am** **Breakfast**
Hosted by 

★ **8:45 am – 10:00 am**
The New Rules of Engagement
(Digital attendee development)

Don't look now, but it's a new world out there and with it comes The New Rules of Engagement, or "How to implement digital strategies that maximize attendance and heighten event experience." In this complex digital world you need to understand what promotions work and which promotions fail, and discover the opportunities that will add feet to the floor and profits to the bottom line. Hear from those that have installed new digital business strategies that put them at the leading edge of our industry. Benefit from the experiences of marketing executives from European organizers, and understand how they have taken advantage of the digital revolution. Our moderator and panel will guide you through the new strategies for digital attendee development, define the metrics for attendee acquisition, discuss the role of data mining and analytic opportunities and analyze the role of social media in the marketing mix.

Moderator: Denise Capello, Business Development Manager,
Amsterdam RAI

Panelists: Mike Blackman, CTS, Managing Director,
Integrated Systems Events llc

Joelle Coretti, VP Marketing, *JD Events*

Vicki Hennin, VP Strategic Marketing and Business Intelligence,
Diversified Business Communications

★ **10:00 am – 10:30 am** **Networking Break**
Hosted by 

★ **10:30 am – 12:00 pm**
Mobile Marketing: Start Dialing Your Shows
in Now!

According to Morgan Stanley, mobile is growing faster than any platform in history. CTIA reports more than five billion text messages are being sent a day in the U.S. alone. Apple's iTunes Store has more than 300,000 apps. Nielsen projects more than 50% of the US will have smartphones by the end of 2011. The numbers speak for themselves. Now is time to embrace mobile... delaying will be a costly strategy. SMS/MMS. Mobile Display Ads. Mobile Apps. Mobile Web Sites. Mobile Email. It will all be covered in this fast-moving session. Hear directly from event marketers on the front lines of mobile marketing. Walk away with new ideas you can use immediately to help drive attendance, engagement and value through this exploding medium!

Moderator: Cristopher Levy, Managing Partner,
Encore Media Partners

Panelists: Jenn Heinold, Show Director, *Access Intelligence*

John Moriarty, VP, Sales and Marketing,
CeBIT/Hannover Fairs USA, Inc.

Brian Pagel, Vice President, Kitchen and Bath Group,
Nielsen Expositions

★ **12:00 pm - 1:30 pm**

Technology = Money

Technology continues to change the way we run our events and our lives at every level. The technology evolution now offers organizers extraordinary new and innovative ways to deliver and our retain audiences. Once in the exhibition hall a plethora of new technology can enrich and enhance both the visitor and exhibitor experience. If you are not up-to-date with the latest technological advancements you are behind the game.

Presenter: Kristin Beaulieu, SVP Sales and Development, East,
UBM Studios

★ **1:30 pm – 2:30 pm** **Lunch**
Hosted by 

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We have some topics in mind already, but you're welcome to offer your own ideas in advance by sending an email to info@siso.org. The topics will be posted before each lunch, and tables will be identified by category for you to initiate a round of interesting, informative and intense interlocution to learn and share with your peers.

★ **3:00 pm**

Tour of the Pennsylvania Convention Center
Expansion and Refreshments

Please join us for a "Special Tour of the Pennsylvania Convention Center: The Must See Beautiful New Expansion".

A check in table and refreshments will be located outside of Meeting Room 119 AB.

