

# 2009 Editorial Calendar For IAEE's E2: Exhibitions & Events



## January/February

- Executive Briefing: The Economy
- Executive Briefing: Case Study: Exhibitors Who Have Begun Measuring ROI And What Happened
- Executive Briefing: Lengthening The Life Of Your Brand - Making An Impact At Events And After The Event
- Effective Techniques For Securing The Most Dynamic Speakers For Your Event
- Creative Ways To Drive Traffic To Those Trouble Exhibit Areas
- Online Trade Shows--Website Features That Parallel The Onsite Trade Show Experience
- RFID – Is It Working?
- Internet Marketing and Metrics: Unique Web Site Services--Clever Show-Focused Applications
- Do You Play Fair In The RFP Process?
- Integrated Marketing Communications: Improving Customer Acquisition And Retention And Defining The Right Marketing Mix In Today's World – Print Vs. Email

## March/April

- Executive Briefing: Guidelines For Addressing Cultural Diversity At Your Show
- Defining Show Success--What Makes A Show Successful? Unique/Unconventional Ways To Measure Success
- How To Create An EXPERIENCE For Your Attendees – Making it More Effective, Interesting and Entertaining.
- Labor Unions: Useful Or Barriers – How To Work Best With Unions
- Web 2.0 - Best Practices In Using Blogs
- What Should Your Presence Be On Social Networks?
- U.S. And International Exhibit Insurance – A Guide For Exhibitors/Sponsors On How To Purchase?
- CEIR Year End Report
- Environmental Sustainability – What Are Events Doing? How Are They Educating Attendees And Exhibitors?
- How Do Shows Handle Privacy Around Attendees And Exhibitors. How Do You Get People To Stop At Your Exhibit – Does It Matter If Your Booth Is In The Hall?

## May/June

- Executive Briefing: Creative Pricing Strategies For Conferences And Exhibits
- Executive Briefing: Key Factors Affecting Valuation of Events
- Suitcasing And Outboarding: How To Reduce These Practices
- Exhibit Revenue Vs Attendee Revenue—What Is A Good Ratio Of Attendees To Exhibitors?
- Best Practices In Show Security
- Exhibitor Education: What Works, What Does Not
- Lead Generation and the Show Industry – how Will They Work Together?
- Digital Signage VS 2M Signs? How Is This Changing? Environmental Sustainability Vs. Cost?
- Corporate Responsibility--Companies That Give Back And How It Helps Their Business
- How To Create Sponsorships Around Virtual Trade Shows
- CEIR 1Q Report

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## July/August

- Executive Briefing: Emerging Technologies That Will Impact Tradeshows In Next 12 Months
- Executive Briefing: Industry Market Trends--Trend Setters
- Unique Ideas – Who Is Doing Stuff That Is Really, And I Mean Really, Different
- Building Dynamic Conference Programs; Building Conference Programs For The IM Generation
- Unique Approaches To Creating Networking Opportunities
- Building An Effective Sales Team
- Using Technology More Effectively To Service Our Customers (Members & Exhibitors)
- Creative Marketing Tactics
- Are Regional Shows On The Horizon To Combat The High Cost Of Travel?

## September/October

- Executive Briefing: Outsourcing Sales: Keys To Success
- Executive Briefing: Budget: How Do You Make The Most Of Your Budget During These Economic Times
- Selling Against Private/Corporate Events
- Best Way To Sell Overseas (To Overseas Exhibitors)
- Taking Your Brand Overseas (Replicating Your Show In Foreign Markets)
- PDAs - Making Life's Fast Pace A Little More Manageable
- Technology Shows - What Works, What Is On The Horizon
- Unorthodox Or Non-Traditional Public Relations Strategies and Tactics – Best Practices
- Effective Emails—How To Avoid Being Labeled A Spammer
- Should Sponsors Be Exhibitors?
- CEIR 3Q Report

## November/December

- Executive Briefing: Best Practices In Crisis Communications
- Executive Briefing: What will the Industry Look Like in 5 Years?
- Capturing Your Educational/Conference Content On Video – And Monetizing It
- How To Help Exhibitors/Sponsors Save Money By Having Shows Utilize Digital Download Centers?
- What You Need To Include In Your RFP If You Are Looking For An Exhibit House?
- Product Demos In Theater Booth
- Silent Auction: Making Money Without Making A Sound
- Business Suites—Business From Show Floor To Suites
- The Ongoing Consolidation – Mergers and Acquisitions - of the Industry
- How New Software Is Affecting Trade Shows: Online Badge Programs, Online Floor Plans, Sales Lead Management , Exhibitor Management Software