

IAEE-RMC NEWSLETTER ASSIGNMENTS

January/February 2010 ISSUE

Copy/articles due: Fri, January 22, 2010
Publish date: Wed, February 3, 2010

REGULAR FEATURES/ARTICLES

<input type="checkbox"/>	Chairman's Message	Nora
<input type="checkbox"/>	2010 Events Calendar	Update/Pick-up
<input type="checkbox"/>	Leadership List	Update/Pick up
<input type="checkbox"/>	Membership Benefit (TBD)	Nora/Membership Committee
<input type="checkbox"/>	New Members	Nora
<input type="checkbox"/>	CEM Article (logo)	Pick up
<input type="checkbox"/>	Show Managers' Corner (formerly Exhibiting Tips)	Denise Miller
<input type="checkbox"/>	Green Meeting Article	Victoria Stephens
<input type="checkbox"/>	News from the Rocky Mountain Region	N/A
<input type="checkbox"/>	Upcoming: RMC Member Events	TBD – If available
<input type="checkbox"/>	Member Resource Spotlight (**NEW "corner" or "column")	TBD
<input type="checkbox"/>	Volunteer Spotlight	Nora


SPECIAL ARTICLES FOR THIS ISSUE

<input type="checkbox"/>	Expo! Expo! 2009	TBD - Volunteers?
<input type="checkbox"/>	Expo! Expo! Roundtable Breakfast: Program Recap	Denise
<input type="checkbox"/>	Selling Sponsorships in the Experience Economy: Program	Linda or Denise
<input type="checkbox"/>	Industry Article 1 – IDEAS? (Can use 2 from IAEE per year)	TBD - Volunteer
<input type="checkbox"/>	2010 Incentive Program	Nora
<input type="checkbox"/>	Volunteers Needed	Pick-up

ADVERTISING

No Advertising at this time

If you are unable to meet the copy deadline, please contact Nora Johnson (nora.johnson@experient-inc.com or 303.825.8333 x20)



FINAL PAGE SET

What's Inside

- Best Practices Roundtable - Recap
- Pursuing Technology Solutions
- New Generation Study Released by CEIR
- 2009 Incentive Program.....

In Every Issue:

- ACC Classes.....
- CEM: The Professional Standard.....
- Coming RMC Events.....
- Committee Volunteers Needed.....
- Green Piece.....
- ~~Membership Benefit of the Month.....~~
- Message from the Chair.....
- New Members.....
- Show Managers Corner.....
- Volunteer Spotlight.....

REGULAR FEATURES/ARTICLES

Chairman's Message Nora

As we look back upon 2009, the immediate reaction is often a grimace accompanied by a sigh of relief. There's no denying that 2009 was a difficult year for many of us, as professionals in our industry and as citizens of this world. Yet the challenges we've faced have led to substantial growth, creativity, collaboration, appreciation and a new generation of best practices and standards. In 2010, we will likely observe a greater adoption of these new practices, standards, expectations and business models.

As you move through 2010, many of you have a greater understanding of who you are, what you are capable of and what you have to contribute to the industries you touch. Our goal, as the Rocky Mountain Chapter of IAEE, is to continue to seek what is new and pressing in our industry that may affect you – or help you. In keeping with our motto, *Developing Professionals in the Exhibition and Events Industry*, let us be there for you as you set out to raise the bar for yourself and your organization.

We have a great lineup of educational programs this year, and a multitude of resources and online tools, many just a click away at www.rockymountain.iaee.com. Let's move into 2010 more prepared, more confident and better positioned to make the most of the opportunities that lay ahead of us.

My best to you,
Nora



Nora Johnson

PHOTO INSERTION:

UPDATE:

February 17, 2010	Selling Sponsorships in the Experience Economy- <i>Luncheon</i>
March 17, 2010	MIC Conference and Tradeshow – Technology Panel sponsored by IAEE RMC- <i>All Day</i>
April 14, 2010	Lessons Learned by Exhibitors- <i>Luncheon</i>
May 12, 2010	The Art and Science of Tradeshow Marketing- <i>Brunch</i>
June 16, 2010	Reinventing Tradeshow Lifecycles & Trends- <i>Afternoon Reception</i>
August 2010	Don Baughman Golf Tournament- <i>All Day</i>
September 15, 2010	Vendor Negotiations Point-Counter-Point- <i>After Hour Refreshments</i>
November 10, 2010	Network for the Needy Luncheon: Industry Support- <i>Luncheon</i>
December 2010	Expo! Expo! Rocky Mountain Chapter Reception

UPDATE:

2010 Board of Directors

■ **Nora Johnson**
Chair
 Experient, Inc. (Denver, CO)
 (303) 825-8333
 nora.johnson@experient-inc.com

■ **Lee Byrd**
Vice-Chair
 Freeman (Denver, CO)
 (303) 320-5134
 lee.byrd@freemanco.com

■ **Linda Eddleman**
Treasurer
 NBM, Inc. (Boulder, CO)
 The Decorative Arts Show
 (303) 469-0424 x236
 leddleman@nbm.com

■ **Eric Windholz**
Secretary
 Freeman (Denver, CO)
 (303) 316-3740
 eric.windholz@freemanco.com

■ **Lee Wood**
Director at Large
 MP Associates Inc (Louisville, CO)
 (303) 530-4562
 lee@mpassociates.com

Immediate Past Chair
 ■ **Denise Miller**
Immediate Past Chair
 NewBay Media, LLC (Greenwood Village, CO)
 (303) 420-0130
 dmiller@nbmedia.com

N/A for Nov/Dec Issue

Organization	Last	First	Title	City/ST, Zip	Phone	E-mail
CB & Associates	Bierley	Chuck	Operations	Evergreen, CO 80439-5439	(303) 697-2264	chuck@teamcb.com
CB & Associates	Mowry	Sharon	Meeting Planner	Evergreen, CO 80439-5439	(303) 697-2264	sharon@teamcb.com

Pick-up – No Change

BEST PRACTICES TIPS ON EDUCATING EXHIBITORS

By: Denise Miller

Well-educated exhibitors are more productive and, therefore, happier. The next logical question, "Who should

educate those exhibitors?" The answer is...you! You, the show manager, are in the best position to provide that education and to benefit from happy exhibitors.

Your event's success will be enhanced by teaching exhibitors strategic points – for instance, how exhibiting can be used as a marketing effort – and by educating them on the tactical points, such as dealing with timelines.

You have a whole toolbox for delivering the topics at your disposal. You can use service manuals, newsletters, face-to-face workshops, online training and more. Regardless of which tool you choose, at day's end, you will have added tremendous value for your exhibitors. You do not need to re-invent these items. Look to IAEE for resources, or ask your official service contractor for articles or other materials.

Broader Perspectives

The most strategic question you can help an exhibitor answer is, "Why is my company exhibiting at this trade show?" There are obvious answers, such as generating leads and writing orders. There are also subtle but equally valid reasons, such as conducting product research, supporting the industry or enhancing a brand image.

Once exhibitors know why they are participating in a show, you can work with them to tackle the next steps. Help them define their target audiences and set measurable objectives. Train them to determine how they will follow up after the show by using effective lead management techniques.

Boothmanship

Boothmanship is another key perspective to share with exhibitors. They must know the importance of first impressions: does the booth concisely telegraph what the exhibitor is selling? Is the staff friendly but not overbearing? Is everybody confident and energetic, even after hours on the show floor? Give your exhibitors a basic list of Do's and Don'ts.

Logistical Considerations

Timelines may be among the most important logistical points your exhibitors must handle effectively. Educate them about why deadlines are critical and explain what happens when deadlines are missed. You will be smoothing their jobs as well as your own.

Budget constraints are an ongoing frustration for exhibitors. You can teach them creative, yet practical, ways for dealing with costs. Suggest, for example, that exhibitors recruit sponsors from among their own vendors, or that the company board meet concurrently at the exhibition location.

Delivering the Content

The Exhibitor Service Manual is a good vehicle to get the word out to exhibitors. The challenge is getting exhibitors to read it. Be creative. Tap into the electronic world by sending relevant, well-timed emails to exhibitors. Insert quizzes with incentives that are both fun and informative. Include a "tip of the month" or links to information on relevant topics. But keep your emails short.

If you have more information to relay, consider electronic newsletters. Again, keep the information relevant and to the point. Nicely done graphics will help draw readers.

Never considered yourself to be a teacher? You might think again. Your own success as a show manager depends on the success of your exhibitors. By explaining what it takes to succeed, you will be paving the way for a win-win situation.

This article is based upon a presentation made by Freeman at a previous IAEE "Expo! Expo!" Annual Conference.

Green Meeting Article

Victoria Stephens

NO UNNECESSARY PLASTIC OBJECTS

By Victoria J. Stephens CMP, Principal at Green Convene Strategies

During the hectic times of planning any tradeshow or convention, it is important for planners, exhibitors and sponsors to think about how they want attendees to remember them. Promotional products are often the items companies turn to for brand recognition and event commemoration.

If chosen properly, promotional products can create a lasting effect, but with over 800,000 promotional products to choose from, finding the right product can be overwhelming. Now factor in you also want to follow standards of green meetings practices and make an environmental statement. Event-related marketing and communications can be a major source of unnecessary consumption and waste, but certainly do not have to be. The process and choices can become complicated.

APEX (Accepted Practices Exchange) and the CIC (Convention Industry Council) have been working in conjunction with the U.S. EPA (Environmental Protection Agency) to develop and implement accepted "Green Meeting Standards." (NOTE: These standards are expected to be completed and distributed first quarter 2010.) Marketing and communication standards, under which promotional products might fall, were developed with important sustainability goals in mind. Here are a few key concepts to keep consider:

1. Reduce waste and consumption: Encourage exhibitors, sponsors and suppliers to eliminate unnecessary paper, printed materials, and giveaways, while recognizing that a certain amount is needed to ensure a positive experience for attendees, sponsors and other event stakeholders.
2. Increase green purchasing: Products should be produced to the greatest possible degree from renewable, organic, biodegradable, post-consumer recycled materials employing non-toxic, energy- and water-efficient processes, employing existing credible third-party certifications wherever applicable.
3. State clear, credible environmental claims: Keep accurate verifiable records that your environmental claims are credible. Make every effort to prevent "green washing".
4. Green the supply chain: Most environmental benefits occur through choice of manufacturers and suppliers that practice recycling, and incorporate energy- and water-efficiency processes in their manufacturing, and have corporate social responsibility initiatives. Additional benefits come through local purchasing (within a 500-mile radius) to the greatest possible extent to reduce shipping-related carbon emissions and enhance local economic benefit.

Knowing what goes into a product, where it comes from, and how is it produced, packaged, and transported takes a time and research. By working with an eco-friendly promotional products expert that does extensive research and has many of these answers at their fingertips, finding the right promo product becomes easier. Find a distributor that understands eco-friendly items. Sarah Kell, Eco-Marketing Specialist with Planit Green Promotions says, "There are no universal eco-standards to determine what qualifies a product as "green" so we have set our own guidelines. We select vendors that are committed to conducting their business affairs in a safe, socially responsible and ethical manner. We pay attention to factors such as materials used, environmental protection efforts, packaging, transportation, fair trade practices and decoration methods."

Although eco-friendly promotional products can be more pricey than their counterparts, that don't have to be. Kell points out that working with a client to evaluate needs usually allows them to select an eco-friendly product instead of its traditional counterpart, provided the client is willing to give-and-take. She offered an example of selecting a conference bag. "If budget allows, you can purchase a 'dark shade of green' USA Made, 100% recycled PET bag. On the other hand, if your budget is tight, a 'lighter shade of green' providing a non-woven poly reusable bag that will last for years will still provide the eco-benefit of potentially saving approximately 300 plastic bags from our landfills."

We suggest you consider these additional ideas:

- Choose environmentally responsible items; that is, items made from a rapidly renewable resource, are reusable, made of recycled content or natural fibers, and are recyclable. Choose items that will be kept, not easily discarded.
- Choose items with minimal packaging; at the end of a show, remove packaging materials for re-use.
- Choose light weight products to reduce weight, and thus shipping and drayage costs, and ultimately CO₂ emissions.
- Avoid over-ordering. Work with the expo producer to determine the number of promo items needed without over ordering. This will also save you money.

Next time, if you choose the right promotional product, you can increase brand recognition and mind share and leave your attendees with fond memories of your event, while at the same time making the right choice for the planet. It's up to you.

For more information, see www.GreenConveneStrategies.com and www.PlanITgp.com.

Member Resource Spotlight

Nora

Are you interested in what IAEE is doing for you at the national and international level? Check out IAEE's latest advocacy efforts at http://www.iaee.com/information_resources/advocacy. You'll see what IAEE is working on to facilitate your ability to operate successfully. You also may discover issues that you, too, may wish to actively support.

IAEE > INFORMATION RESOURCES > ADVOCACY

IAEE supports advocacy of the exhibition and events industry through federal and state legislation as well as monitoring ongoing issues that have a broad and sweeping effect on the industry.

- [Visa & Travel Issues](#)
- [Warnings to Exhibitors](#)
- [Outboarding](#)
- [A Drug Free Workplace for the Exhibition Industry](#)
- [Free Trade Among Nations](#)
- [Miscellaneous](#)

Volunteer Spotlight

Nora

The Rocky Mountain Chapter of IAEE Volunteer Appreciation Spotlight is on... Linda Eddleman!

In this issue, we'd like to shine the spotlight on Linda Eddleman. Just over a year ago, Linda joined our ranks and has proven to be quite invaluable to our chapter! More than simply looking to get involved, Linda wanted to grow. Stepping into her role as Treasurer, a position Linda felt would be intriguing and one that would broaden her experience, she quickly became adept at navigating through our records and systems and has also lent her talents to other crucial areas of our chapter.

Linda is a great individual and teammate with insightful questions and recommendations. Much of what we roll out to the chapter is enhanced and polished because of Linda's perusal and dedication to quality. She is thorough, brings about a peace of mind to those around her, and is an absolute joy to work with. Please feel free to thank her the next time you see her!

Linda is the Registration Manager and Education Coordinator for Natural Business Media, Inc., an organization that publishes magazines and produces tradeshow. Natural Business Media, Inc. has been in business for over 20 years, and Linda just celebrated her 14th anniversary with them. Congratulations, Linda!

Linda is married, has two grown children and three grandchildren that she love spending time with. She very much enjoys travelling, reading, cooking, going antique shopping and playing volleyball.



PHOTO INSERTION:

SPECIAL ARTICLES FOR THIS ISSUE

Expo! Expo! 2009

TBD

EXPO! EXPO! RECAP

By: Lee Byrd

For the first time in several years, I was able to attend EXPO! EXPO!. As always, the city of Atlanta knows the importance of the convention and meetings industry and welcomed IAEE with open arms. The Opening Reception at the Georgia Aquarium proved to be quite fun and we certainly felt welcome.

Throughout Expo! Expo!, there was a general interest in social media and how we can use it to build attendance and create excitement. This year's General Session featured a panel discussion, hosted by Guy Kawasaki, on social media. Guy pressed the panel to provide hard action items on how to use social media in the convention environment. There was a debate over the use of Facebook, Twitter and LinkedIn pertaining to what was most appropriate. The use of social media in our industry is evolving as quickly as the media itself. I think we all realize that we have to better understand and embrace social media as it will become a growing part of our marketing plans in the future.

Regarding education, there were the old standards for Educational Sessions, but many of them contained the phrase "During Tough Economic Times" in their titles or descriptions. It is during times like this when many of us gravitate towards the nuts-and-bolts sessions on maintaining attendance, selling sponsorships, producing quality events on a budget and communicating to exhibitors why tradeshows are still a valuable part of their marketing plan. There were certainly sessions that addressed these concerns. Despite times being tough, there was not a sense of "doom & gloom" in the sessions' content or delivery, but more a resolve to get back to basics and prove the worth of meetings and tradeshows.

In the end, we are all ambassadors to our industry and champion the value of face to face marketing. It was great to see and network with industry professionals from around the country and learn of their challenges and successes over this past year. The feeling overall was that the worst may be over and we will be a better and stronger industry in the future, but the environment changes quickly and we must always be open to new ideas and how to apply those ideas. If you are standing still...you are falling behind.

Expo! Expo! Roundtable Breakfast Recap

Denise

Peer-to-Peer Learning... and New Board Leadership at the January program. A great kick off to 2010.

By: Denise Miller

Expo! Expo! always provides a 360-degree view of the trade show industry. This year did not disappoint. RMC members who attended the recent 2009 Expo!Expo! Annual Meeting and Exhibition in Atlanta returned home with new ideas, case studies and best practices to share with the attendees at **last months' Peer-to-Peer Roundtable Breakfast**. It wasn't quite as warm as Atlanta in December, but the buzz in the room definitely helped put the heat on show planning for 2010! More than 20 members attended the January program hosted by DoubleTree North in Westminster, CO. Roundtables were filled with topics such as:

- Staying Ahead of the Competition: 10 Ways to Improve your Sales Process
- Walk in Your Customer's Shoes
- Strategies for Saving, Rescuing and Recovering Business
- Micro-Connecting with Your Attendee & Exhibitor Audiences
- The Role Unions Play in the Exhibitions and Events Industry

These topics represent what's important to industry professionals today. The strength of the roundtable format is that it promotes conversations and shared ideas that benefit the entire show team. From operations to marketing to sales, Bringing Expo! Expo! Home to You has been, and proves to remain, a strong program for the Rocky Mountain Chapter.

Also announced at the beginning of last month's program, **new board leadership for 2010!**

Chair – Nora Johnson, Experient

Vice Chair – Lee Byrd, Freeman

Secretary – Eric Windholz, Freeman

Treasurer – Linda Eddleman, National Business Media

"Over the past three years, the leadership of the Rocky Mountain Chapter of IAEE has worked hard – and successfully – to rebuild a solid chapter foundation from which we can better serve our members. Throughout 2010, we will continue in this endeavor – strategically and operationally – and will continue to do what we can to develop professionals in the Exhibitions and Events industry." – Nora Johnson, 2010 Chair, Rocky Mountain Chapter

There are more roundtable sessions and learning to come! Check out the 2009 RMC-IAEE Program Schedule online now at www.rockymountain.iaee.com

<input type="checkbox"/>	Selling Sponsorships in the Experience Economy: Program	Denise
--------------------------	--	---------------

Sit back and relax for an entertaining presentation of ideas, insights and ah-has for yourself and your team. Event producer and BIG IDEA developer Betsy Wiersma, CSEP, will take you on a journey to open your mind to understand the Experience Economy, then to Dream BIG, and set your course for creative sponsorship ideas. Join us for this educational opportunity, scheduled from 11:00 am to 1:00 pm on Wednesday, February 17th, 2010 at the Denver Merchandise Mart.

Let Betsy lead you to think differently about creating sponsorship partnerships that work for you. In this session you will:

1. Understand the Experience Economy and the "context" that our events live in today
2. Learn the magic of sponsor partners and how to create these win-win relationships
3. See case studies of Betsy's sponsorships and hear the behind the scenes details of the sales process and results



Betsy Wiersma, CSEP
Wiersma Experience Marketing

Betsy Wiersma is a Certified Special Event Professional known for BIG IDEA thinking and ROI: Return on Ideas. Her Wiersma Experience Marketing, based in Englewood, CO, provides consulting in BIG IDEA development and marketing.

In her book, *Exceptional Events: Concept to Completion*, Betsy provides event organizers and marketers with basic tips to complex case studies. As an international speaker, Betsy has shared her brand of BIG IDEA thinking in energetic and practical seminars in Italy, Korea, Singapore, New Zealand, The Netherlands, Germany, Canada, Scotland, Jamaica, Spain, and Australia, as well as the United States.

The International Special Events Society recognized Betsy with three worldwide ESPRIT Awards for event excellence, and Betsy was the first inductee in the Colorado Meetings & Events Magazine's Hall of Fame. Betsy's latest BIG IDEA is her annual educational retreat for amazing women called CampExperience™, soon to roll out nationally.



The speaker is provided through IAEE's Jim Lynn Memorial Chapter Education Fund, which is made possible by a generous donation from Champion Exposition Services.

Industry Article – TBD TBD

TBD

Incentive 2010 NEW!

2010 IAEE Rocky Mountain Chapter Incentive Program

Last year, the Rocky Mountain Chapter of IAEE awarded a complimentary registration to Freeman and New Hope Natural Media to send one individual from their organization to the 2009 Expo! Expo! Annual Meeting and Exhibition. As we move into 2010, don't let this opportunity slip by!

This incentive program was developed to thank our organizational members for supporting this chapter. Organizations who have accumulated the most credits through the end of our September program will win a complimentary registration to the 2010 Expo! Expo! Annual Meeting and Exhibition in New Orleans, LA.

Your organization can earn credits in the following ways:

- **Program Attendance** – 1 credit per individual
- **“First-timer” Program Attendance** – 2 credits per individual
- **Newsletter Contribution** – 2 credits per article
- **IAEE RMC Committee Volunteer** – 8 credits per individual

Volunteers Needed Nora

We Need You!

Are you looking to share your skills or knowledge or learn new skills?

If so the Rocky Mountain Chapter–IAEE is the place for you! We are always looking for and needing volunteers for all areas. Volunteering means a small commitment of your time that will have a huge impact!

Here are just a few of the areas where your help is needed:

- Educational Programs
- Marketing
- Newsletters

- Website
- Membership
- Volunteer Recruitment
- Anything and everything!

Just some of the benefits when you volunteer:

- Professional Development
- Industry Networking
- Build Long-term Industry Relationships
- Help our Industry and IAEE grow
- Increase Your Industry Knowledge
- Opportunities
- Feel Good Knowing You are Giving Back
- And More!