

3 June 2020

# #ExhibitionsDay

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## Exhibitions Day Tip Sheet

**Topic:** Social Advocacy  
**Presenter(s):** Carrie Ferenac, President & Co-Founder, CNTV  
Nicole Bowman, MBA, VP of Marketing and Communications, IAEE  
Rachel Wimberly, EVP of Business Development, Tarsus Group, U.S

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Exhibitions Day has gone virtual this year, but that does not diminish the value of the exhibitions and events community to federal lawmakers. You can advocate for the exhibitions and events industry through social media. Carrie Ferenac of CNTV interviews Nicole Bowman, MBA of IAEE and Rachel Wimberly of Tarsus to explain how you can take advantage of social media to share the importance of our industry.

### Virtual Exhibitions Day (Social Media Advocacy)

**Why is using social media so important during this particular time in history for our industry?**

**Rachel:** I think it's absolutely crucial. People are so desperate for information right now in our industry. It's an unprecedented time. I know that's a word that has been used a lot recently, but it certainly sums it up. Social media is crucial in order to be able to share what is going on and with so many unknowns out there, being able to tap into our networks and share information on a broad scale...that has never been possible. If this were to happen 20 or 30 years ago, nobody would have the same access that we do now and it's very important to keep that access open and flowing.

**Talk about the importance of making sure we share all of our personal stories.**

**Nicole:** COVID19 has disseminated the exhibitions and events Industry worldwide. We all have personal stories about how COVID19 has affected us and these are easy stories to share with state and local officials and on the federal level. There are trade shows in all 50 states and the power of our collective voice does not go unnoticed. For the last six years, we have been doing in-person visits on Capitol Hill and we have cultivated and strengthened relationships.

**How do you use social media to advocate for our industry?**

**Rachel:** I love our industry. I have a massive passion for it. I miss you all very much. I will fight for it till the end of days. We all know the bad news out there, but I choose not to ignore it. I choose to highlight the good news out there and shine the light of the amazing things out there. I think Exhibitions Day is a fantastic time for everyone to come together and get fired up about our industry and fight for our industry and spread the word about how amazing it is for all of us.

**How can a tweet to a congressional office lead to change?**

**Nicole:** Most, if not all, federal lawmakers have a Twitter account and they are monitored regularly. Twitter is one of the key ways our congressional offices are keeping track of what is going on in our

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communities. If everyone is tweeting their personal stories using #ExhibitionsDay and #IAEE and #ExhibitionsMeanBusiness it creates a searchable thread on the internet that tells a story about our industry. There's absolutely power in a tweet. We see it every day and I would encourage everyone to go to [www.exhibitionsday.org](http://www.exhibitionsday.org) and download the tool kit with messaging that we provided with some great examples of things that you can say. I would encourage everyone to get out there and do it. It's just like voting. Every vote counts, and every tweet counts in this day and age.

Get social and share your story! Don't forget to use the hashtags:  
#ExhibitionsDay #ExhibitionsMeanBusiness #IAEE #Tradeshows

For more information, visit [www.exhibitionsmeanbusiness.org](http://www.exhibitionsmeanbusiness.org)