

Resource

News and Notes for the Events Industry

Stop Wasting Time on Social Media - BusinessWeek.com

This article was written for BusinessWeek.com. The full article can be viewed on the SandBox by [clicking here](#) or on BusinessWeek.com by [clicking here](#).

Entrepreneurs are spending too much time on online social media and have unrealistic expectations about results, says Ivan Misner, founder and chairman of business networking organization [BNI.com](#). Misner, author of 10 books that include his latest, *Networking Like a Pro* (Entrepreneur Press, January 2010), spends a lot of time teaching small business owners how to market online. He passed along some tips in a recent interview with Smart Answers columnist Karen E. Klein. Edited excerpts of their conversation follow.

Karen E. Klein: Most entrepreneurs know they should be using social media, but beyond establishing a [Facebook](#) page and a [Twitter](#) account, they're kind of lost. What are they doing wrong?

Ivan Misner: There are three problems. They're spending too much time on it, they don't understand how to leverage their time, and they anticipate immediate results, which they're not going to get.

Here's what happens: You go to [LinkedIn](#) or Facebook and you read a comment and it takes you to another link and now you're on YouTube, watching someone's video. Pretty soon something weird happens in the space-time continuum and you look up and you've lost two hours.

How should they be leveraging that time?

There are great services they should be using like [Ping.fm](#), [Seesmic.com](#), and [Hootsuite.com](#). You can go there and it ties all your social media together. In other words, they're probably logging on to their Facebook account and going to their page and typing in their message, and then going to Twitter and LinkedIn and doing the same thing. It kills time. If you use sites like this, you write one message and they ping everything so you're not spending 20 minutes to do what you can in three minutes.

For the rest of the Q&A from this article, please [click here](#) to view the article in the SandBox or [click here](#) to view the original article on BusinessWeek.com.



TECH Tip of the Month

Meeting professionals spend a lot of time on the road these days, and it is essential that we utilize technology to make us more efficient. I found this article on MeetingsNet.com that contains the **9 Must-Have Apps for Meeting Pros**. [Click here](#) to visit the article.

Shepard News

Shepard welcomes Ted Peterson and Dan Goodwin to the team. Ted, who will take over the role as Project Manager for our Exhibit Solutions team, is an industry veteran who comes to us from the exhibit build side of the business. Dan, with multiple years of service at Champion Exposition Services, will become our newest Account Executive. We look forward to great things from both individuals



Q: My attendance is slightly down, but the buying power at my event remains consistent. By that I mean the same amount of attending companies are present at my show, but the overall attendance is down. My exhibitors are starting to give me push-back based upon attendance numbers. How do I navigate this issue without diminishing the value of my past attendance numbers?

A: It seems like there are a few issues at play in this one, such as determining the definition of "success" to your exhibitors, but let's take a look at the most obvious one - declining attendance. Now more than ever, organizers need to be sure that they are utilizing each and every attendee to their max capacity. That seems like a strange statement, for sure, but the attendee is your sales pitch to current and prospective exhibitors. Do you have education/seminars that are overlapping with exhibit hall hours? Do you have unopposed exhibit hall hours in prime segments of the day? Have you given the attendee an "incentive" to go the exhibit hall; giveaways, networking opportunities, speaker sessions, complimentary meals, all of these items are great ways to drive floor traffic. Another way to get your attendee numbers up is to get your exhibitors involved in the marketing of the event by providing them with VIP passes to hand out to their clients/prospects. Utilizing your exhibitor base will help give additional support to those attendees "on the fence."

Exhibitor Q&A with Exhibit Solutions

Q: I am a new exhibitor on a rather large event (70,000 net sq. ft.). I booked my booth space late so my space is not in what I would consider to be a "prime" location. What exactly can I do to ensure that have not just wasted my money? Bear in mind that I realize that I cannot just show up and start writing orders; I am prepared to further invest in marketing myself at the event.

A: This is a tough one to answer without knowing all of the particulars as the quality of booth space location is subjective. It is difficult to be an exhibit service provider and not immediately start yelling, "rent a giant booth structure with flashing lights", however, in your case, that is probably not the best route because a visual marketing device like a booth can be wasted in low traffic areas. My suggestion would be to work with your show organizer to determine available sponsorships in your price range that will help drive traffic to your booth from on-site attendees. Banners, floor signs, kiosk sponsorships - all of these can give the full marketing message of who (your company), what (your new product), where (your booth #), and why (show specials, new products, etc.). Show organizers are



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as invested in your success as you are because, just like in your business, it is much easier to maintain a customer than to get a new one.

SandBOX

The SandBox is a resource for show organizers and exhibitors to visit that contains valuable information, articles and white papers on how to perform their jobs more effectively. Content is compiled by a best in the industry group of SandBox partners and updated monthly. Recent postings include:

1. [Inaugural TSEA Red Diamond Congress White Paper](#)
2. [The Golden Rule of Profitability – Portfolio.com](#)
3. [5 Ways to Ensure Mediocrity in Your Organization – Yahoo! Finance](#)
4. [Understanding Green Meetings – The Absolute Basics](#)
5. [Stop Wasting Time on Social Media – BusinessWeek.com](#)



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