




HSMAI'S **AFFORDABLE MEETINGS®** EXHIBITION AND CONFERENCE

CONNECTING YOU TO A NETWORK OF POSSIBILITIES

 MID-AMERICA  WEST  NATIONAL  EVENT TECHNOLOGY EXPO™ (ETE)

Special thanks to Fusion Productions for providing this Affordable Meetings® Mid-America Tip Sheet. Want to hear more? Join **Hugh K. Lee, former chairman of MPI** and Julie McKown, Social Media Strategist for their session, “On the Cheap Interactive Event Promotions: Powerful Low- and No-Cost Communications Before, During, and After Your Event.”

Seminar Date: Thursday, April 15, 2010, 11:00am – 12:15pm

De-bunking Top Ten Myths About Event Marketing and Communications

1. When it comes to communications, more is better.

If you're from the “throw it all at the wall and see what sticks” school of communication, you'll be interested to know that the more you communicate, the less your prospective attendees may pay attention.

2. You can depend on your core attendees to be there no matter what.

As the song says, “The times they are a-changing,” and that's true in the meetings industry now more than ever. With budgets being cut and travel restrictions imposed, you can't depend on the “usual suspects” to fill the chairs.

3. When times are bad, you just have to market harder.

When times are bad for your prospective attendees, they're probably bad for you, too! Not only will doing more of the “same old same old” exhaust your resources, but also difficult times require new strategies, not more marketing.

4. You know what attendees want because you've been planning their meeting for years.

A wide variety of forces –from the recession to the proliferation of technology – are affecting what your attendees expect and value. Last year's success is old news. You have to continually reassess what you need to provide.

5. Social Media is for events that target younger people.

The 44-73+ year age group comprises nearly half of the online population. ‘Nuff said.

6. A well-designed message answers the “who, what, when, when, why, and how” of your event.

We hate to contradict your high school English teacher, but while that information is necessary, none of those details are actually going to fill the seats. A well-designed message is one that tells your value story.

7. Social Media requires a dedicated staff with special skills.

Technology experts do not make the best social media facilitators; passionate people with valuable content do. Except for a few key competencies, you may already have the makings of a social media star.

8. The premium opportunity to communicate with your audience is on site at the meeting.

Your meeting accounts for a few days out of your attendees’ lives. What about the other 362 days of the year?

9. It is impossible to measure the success of event marketing communications.

It is extremely difficult to measure the effectiveness of traditional methods such as print ads, but social media presents unique opportunities for tracking, which helps you measure the effectiveness of your promotions and subsequently demonstrates your value.

10. Meeting planning and communications staff must work together closely.

Effective event marketers are good communicators. Think of this as one role, not two. It is only the skillful communicators who will have a place at tomorrow’s stakeholder table.

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