

#a2zusergroup

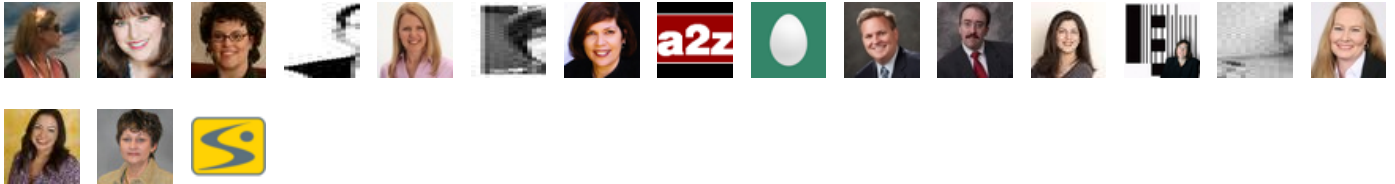
Tweet Chat - 11/2/11 - Attendee Acquisition

a2z Monthly Tweet Chat. This month's topic was Attendee Acquisition

Trending Words

rt, @tracibrowne, @velchain, @velchain:, @tracibrowne:, -, social, think, @michellebruno, exhibitors, @enlighten123, attendees, media,

Event Participants





bonus chat day today #expochat 3pm ET "Sponsorships and hidden assets" AND #a2zusergroup at 12:30pm ET "Audience Acquisition"

02-Nov-11 12:17 | tracibrowne



RT @tracibrowne: bonus chat day today #expochat 3pm ET "Sponsorships & hidden assets" AND #a2zusergroup at 12:30pm ET "Audience Acquisition"

02-Nov-11 13:41 | EmilieBarta



RT @tracibrowne: bonus chat day today #expochat 3pm ET "Sponsorships + hidden assets" AND #a2zusergroup @ 12:30pm ET "Audience Acquisition"

02-Nov-11 14:38 | lisamcgrath



RT @tracibrowne: bonus chat day 2day #expochat 3pm ET "Sponsorships & hidden assets" AND #a2zusergroup at 12:30pm ET "Audience Acquisition"

02-Nov-11 16:06 | VelChain



RT @lisamcgrath: RT @tracibrowne: bonus chat day today #expochat 3pm ET "Sponsorships + hidden assets" AND #a2zusergroup @ 12:30pm ET "Audience Acquisition"

02-Nov-11 16:19 | ExpoQueenUSA



Getting ready to head into #a2zusergroup chat at 12:30..."Audience Acquisition" I think everyone is interested in this topic!

02-Nov-11 16:25 | tracibrowne



@tracibrowne Glad you're able to join us Traci! #a2zusergroup

02-Nov-11 16:26 | VelChain



@VelChain I finally put it on my calendar so I'll never miss it again! #a2zusergroup

02-Nov-11 16:27 | tracibrowne



Hi, my name is Dave Lutz. I'm a consultant/independent contractor that works closely with the a2z Team. #a2zusergroup

02-Nov-11 16:30 | VelChain



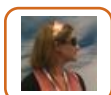
I'll be moderating the a2z User Group tweetchat today. Please introduce yourself. #a2zusergroup

02-Nov-11 16:30 | VelChain



Hi Dave! @velchain - glad too be here #a2zusergroup

02-Nov-11 16:30 | ExpoQueenUSA



Hi all, Traci Browne here, independent for-profit expo and conference producer #a2zusergroup

02-Nov-11 16:31 | tracibrowne



@VelChain Hi. Dave. Looking forward to today's #a2zUserGroup tweet chat!

02-Nov-11 16:31 | webbydesign



@ExpoQueenUSA Hi Michelle...it's a two-fer day! #a2zusergroup

02-Nov-11 16:31 | tracibrowne



Attendance acquisition is a broad topic. If there's anything specific you'd like to discuss, let me know. #a2zusergroup

02-Nov-11 16:32 | VelChain



@velchain-do you think email messaging to acquire attendees is over used?
#a2zusergroup

02-Nov-11 16:34 | AAAEWhitney



@Enlighten123 Glad UR here Donna! Cleveland is well represented! #a2zusergroup

02-Nov-11 16:35 | VelChain



@VelChain mine is definitely going up...finding that social media is not the answer to expensive direct mail campaigns... #a2zusergroup

02-Nov-11 16:35 | tracibrowne



@velchain-mine is much lower- we try to use email for everything and I think we're burning out our lists #a2zusergroup

02-Nov-11 16:36 | AAAEWhitney



@AAAEWhitney Whitney, I do think email is too heavily relied upon. Push marketing tactics are less effective 2day. How bout U? #a2zusergroup

02-Nov-11 16:36 | VelChain



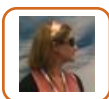
@tracibrowne Traci, UR in the majority. Most shows are increasing their attendance acquisition budget. #a2zusergroup

02-Nov-11 16:37 | VelChain



@tracibrowne @VelChain Traci, I feel social media messages add value but can't replace direct marketing - at least not today #a2zusergroup

02-Nov-11 16:37 | webbydesign



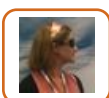
I'm finding I get very little benefit from e-mail marketing and social media, lots from direct mail and personal invites #a2zusergroup

02-Nov-11 16:37 | tracibrowne



@AAAEWhitney What kind of open rate or click thru rate do you get on promotional emails? #a2zusergroup

02-Nov-11 16:38 | VelChain



@VelChain I think everyone thought social media would be the holy grail for getting attendees cheap...now realizing it is not #a2zusergroup

02-Nov-11 16:38 | tracibrowne



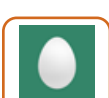
@tracibrowne How do you do personal invites? #a2zusergroup

02-Nov-11 16:39 | VelChain



Agreed! RT @webbydesign @tracibrowne @VelChain I feel social media messages add value but can't replace direct marketing - yet #a2zusergroup

02-Nov-11 16:39 | lisamcgrath



@Velchain-we 're getting about 20% open and 10% click thru but I'm not sure it's translating to registered attendees #a2zusergroup

02-Nov-11 16:39 | AAAEWhitney



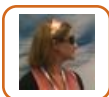
Gotta make email and social media personal! RT @tracibrowne: getting little benefit from e-mail marketing and social media, #a2zusergroup

02-Nov-11 16:39 | TRDonnelly



@tracibrowne I wouldn't discount social media, especially conference blog. Need to nurture and limit promotion though! #a2zusergroup

02-Nov-11 16:40 | VelChain



@VelChain I agree about not discounting sm...it's a great support to your marketing but cannot depend on it to bring people in #a2zusergroup

02-Nov-11 16:41 | tracibrowne



A bit off tradeshows - but Social Giving Infographic - 50% of ppl give because "A friend asked me" - translate here too? #a2zusergroup

02-Nov-11 16:42 | Enlighten123



sorry I am late joining into the chat
#a2zusergroup

02-Nov-11 16:42 | GregRuby



@AAAEWhitney @Velchain Most systems do not report all clicks. Also emails tend to have longer shelf life than we realize. #a2zusergroup

02-Nov-11 16:42 | webbydesign



Always asking exhibitors to help but very rarely do they do anything at all...feel as though it's not their job
#a2zusergroup

02-Nov-11 16:42 | tracibrowne



Integration RT @VelChain @tracibrowne don't discount social media, esp. conf. blog. Need 2 nurture + limit promotion though! #a2zusergroup

02-Nov-11 16:42 | a2zUserGroup



@Enlighten123 We think so. #a2zusergroup

02-Nov-11 16:43 | a2zUserGroup



@AAAEWhitney personal invites to conferences with about 250 or less #a2zusergroup

02-Nov-11 16:43 | tracibrowne



@tracibrowne Large exhibitors tend to want to meet w/ existing customers at shows. More important than new leads. Target them! #a2zusergroup

02-Nov-11 16:43 | VelChain



RT @Enlighten123: A bit off tradeshows - but Social Giving Infographic - 50% of ppl give because "A friend asked me" - translate here too? #a2zusergroup

02-Nov-11 16:43 | lisamcgrath



@tracibrowne Q. Do you think incentives to exhibitors to get more attendees would help? #a2zusergroup

02-Nov-11 16:44 | webbydesign



@webbydesign true! I think it can be effective I just think it is also overused
#a2zusergroup

02-Nov-11 16:44 | AAAEWhitney



@tracibrowne good to know! #a2zusergroup

02-Nov-11 16:44 | AAAEWhitney



@webbydesign I think the disconnect with the exhibitors is my contact is the logistics person...not sales/marketing #a2zusergroup

02-Nov-11 16:45 | tracibrowne



Social Media is good for nurturing thru funnel 1) know 2) like 3) trust 4) try 5) buy 6) repeat and refer!
#a2zusergroup

02-Nov-11 16:45 | VelChain



Simplicity RT @VelChain Social Media = good 4 nurturing thru funnel 1) know 2) like 3) trust 4) try 5) buy 6) repeat + refer! #a2zusergroup

02-Nov-11 16:46 | lisamcgrath



RT @Enlighten123: YES! RT @VelChain: Social Media is good for nurturing thru funnel 1) know 2) like 3) trust 4) try 5) buy 6) repeat and refer! #a2zusergroup

02-Nov-11 16:47 | webbydesign



RT @tracibrowne: @VelChain I think everyone thought social media would be the holy grail for getting attendees cheap...now realizing it is not #a2zusergroup

02-Nov-11 16:47 | theexpogroup



We've tried partnering w/industry orgs or groups as media partners but most never follow-through on their commitments #a2zusergroup

02-Nov-11 16:47 | tracibrowne



RT @tracibrowne: @VelChain I think everyone thought social media would be the holy grail for getting attendees cheap...now realizing it is not #a2zusergroup

02-Nov-11 16:47 | JennyAndrawis



Q2. What new mktg strategies or tactics have you implemented (or are considering) that will move your needle? #a2zusergroup

02-Nov-11 16:47 | VelChain



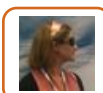
I'm going to start buying Google keywords of conferences that target my audience #a2zusergroup

02-Nov-11 16:49 | tracibrowne



For large expos, what if expo mgrs could offer each exhibitor 100 Personal Invites they send clients "Hope to see you there" #a2zusergroup

02-Nov-11 16:49 | ExpoQueenUSA



Q2 Also going to try some affiliate marketing as well #a2zusergroup

02-Nov-11 16:49 | tracibrowne



@tracibrowne Have U tried treating exhibitors or partnerships like Affiliate Mktg? Give 20 - 30% for delivering new #a2zusergroup

02-Nov-11 16:49 | VelChain



Good local Strategy! RT @tracibrowne: Im going to start buying Google keywords of conferences that target my audience #a2zusergroup

02-Nov-11 16:49 | VelChain



@VelChain bam! we're thinking the exact same thing! #a2zusergroup

02-Nov-11 16:49 | tracibrowne



RT @VelChain: Good local Strategy! RT @tracibrowne: Im going to start buying Google keywords of conferences that target my audience #a2zusergroup

02-Nov-11 16:50 | webbydesign



@tracibrowne Doesn't have to be cash. Could be deliver 5 bodies, get one free. #a2zusergroup

02-Nov-11 16:50 | VelChain



@ExpoQueenUSA Instead of 100 Personal Invites, what about 2-3 VIP invites with some elite access at event? Small is new big ;) #a2zusergroup

02-Nov-11 16:50 | Enlighten123



Make RIGHT ppl feel special! RT @tracibrowne: @Enlighten123 I love VIP events...maybe dinner with speaker, or roundtable #a2zusergroup

02-Nov-11 16:53 | Enlighten123



Yes! RT @tracibrowne: @Enlighten123 I love VIP events...maybe dinner with speaker, or roundtable discussion, etc. #a2zusergroup

02-Nov-11 16:53 | VelChain



tip...if you plan to do affiliate marketing of event...make sure UR reg system can support it, otherwise a nightmare to manage #a2zusergroup

02-Nov-11 16:54 | tracibrowne



I'm a big fan of drip marketing. i.e. This just added! Weekly plan for making it more attractive. #a2zusergroup

02-Nov-11 16:55 | VelChain



@tracibrowne amen to that #a2zusergroup

02-Nov-11 16:55 | MPITheresa



RT @tracibrowne: tip...if you plan to do affiliate marketing...make sure UR reg system can support it, otherwise a nightmare #a2zusergroup

02-Nov-11 16:55 | VelChain



@MPITheresa #learningthehardway #a2zusergroup

02-Nov-11 16:56 | tracibrowne



RT @VelChain: Im a big fan of drip marketing. i.e. This just added! Weekly plan for making it more attractive. #a2zusergroup

02-Nov-11 16:56 | Enlighten123



solves problem of info overload RT @VelChain: big fan of drip marketing. i.e. This just added! #a2zusergroup

02-Nov-11 16:56 | tracibrowne



I like seeing exhibitors post an "Exhibitor Badge" on their website that links to the event website, allows sharing, etc., #a2zusergroup

02-Nov-11 16:56 | ExpoQueenUSA



Another tactic I like is to get speakers to do something pre-conference - webinar, blog post, video - anything! #a2zusergroup

02-Nov-11 16:57 | VelChain



works for BlogWorld RT @VelChain: Another tactic I like is to get speakers to do something pre-conference - #a2zusergroup

02-Nov-11 16:57 | michellebruno



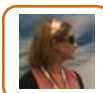
Yes! Builds relationships over time. RT @VelChain: Im a big fan of drip marketing. Weekly plan for making it more attractive. #a2zusergroup

02-Nov-11 16:57 | ExpoQueenUSA



RT @VelChain: Another tactic I like is to get speakers to do something pre-conference - webinar, blog post, video - anything! #a2zusergroup

02-Nov-11 16:57 | webbydesign



@VelChain do you open that up to the public or just attendees...I'm assuming public if it's to attract an audience #a2zusergroup

02-Nov-11 16:57 | tracibrowne



Exhibitor clients and speaker's students = potential attendees. Need to get creative and personal to reach them. #a2zusergroup

02-Nov-11 16:59 | ExpoQueenUSA



what abt deep dives to understand yr target prospect and work to get just them to booth? #a2zusergroup

02-Nov-11 16:59 | michellebruno



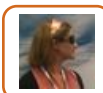
@tracibrowne Pre-conference benefits can be helpful for convincing people to register sooner. #a2zusergroup

02-Nov-11 17:00 | VelChain



the best marketing strategies for #events is having a full force content plan to hit specific channels #a2zusergroup

02-Nov-11 17:00 | suzannecarawan



hey Michelle's here...@a2zusergroup...are you giving away and ipad today? #a2zusergroup

02-Nov-11 17:00 | tracibrowne



why else? RT @tracibrowne: hey Michelle's here...@a2zusergroup...are you giving away and ipad today? #a2zusergroup

02-Nov-11 17:00 | michellebruno



How about this? 1. Pay speakers 2. REQUIRE pre-conf promo- Spell out expectations and include in speaker contract #a2zusergroup

02-Nov-11 17:00 | Enlighten123



RT @VelChain: Quality content creates 1) know 2) like 3) trust #a2zusergroup

02-Nov-11 17:01 | TRDonnelly



@michellebruno Blogworld is a great case study on extending event pre and post. Also for affiliate mktg model! #a2zusergroup

02-Nov-11 17:01 | VelChain



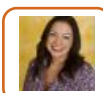
Amen! RT @Enlighten123: How abt this? 1. Pay speakers 2. REQUIRE pre-conf promo-Spell out expectations & include in contract #a2zusergroup

02-Nov-11 17:01 | tracibrowne



YES! RT @Enlighten123: How about this? 1. Pay speakers 2. REQUIRE pre-conf promo- Spell out expectations in speaker contract #a2zusergroup

02-Nov-11 17:01 | VelChain



offer social sponsorships and interactive buyers guides to market their services. they'll talk about u in return #a2zusergroup

02-Nov-11 17:02 | suzannecarawan



RT @Enlighten123: How about this? 1. Pay speakers 2. REQUIRE pre-conf promo- Include speaker expectations in contract #a2zusergroup

02-Nov-11 17:02 | ExpoQueenUSA



RT @suzannecarawan: the best marketing strategies for #events is having a full force content plan to hit specific channels #a2zusergroup

02-Nov-11 17:02 | VelChain



speaker promo kit? #a2zusergroup

02-Nov-11 17:02 | michellebruno



and a content strategist RT @suzannecarawan: the best marketing strategies for #events is having a full force content plan #a2zusergroup

02-Nov-11 17:03 | michellebruno



@michellebruno Michelle wrote an awesome whitepaper for CEIR a few years ago on attracting key buyers. Read it! #a2zusergroup

02-Nov-11 17:04 | VelChain



nice RT @VelChain: Saw that BOMA is seeking sponsorship for discount registration category for new attendees recently. Smart! #a2zusergroup

02-Nov-11 17:04 | tracibrowne



Q3. How do you segment your audience and deliver relevance for your attendance marketing? #a2zusergroup

02-Nov-11 17:04 | VelChain



it was during my blue period RT @VelChain: @michellebruno Michelle wrote an awesome whitepaper for CEIR a few years ago #a2zusergroup

02-Nov-11 17:05 | michellebruno



TIP:Speakers that get most hits on their Speaker Profile...get better rooms to speak in! Incentive for them to blog,share,etc. #a2zusergroup

02-Nov-11 17:05 | ExpoQueenUSA



@michellebruno It's an awesome whitepaper! I scanned it to prepare for today! Still very relevant! #a2zusergroup

02-Nov-11 17:06 | VelChain



A3. Crank up the data machine--reg, socmed monitoring, RFID #a2zusergroup

02-Nov-11 17:06 | michellebruno



@VelChain At a2z, we have learned that it is important to pay attention to buyers' demographics. #a2zusergroup

02-Nov-11 17:06 | webbydesign



A3. Thinking abt creating different landing pages on event site 4 each diff audience...significantly different for 1 event #a2zusergroup

02-Nov-11 17:06 | tracibrowne



Very smart! RT @tracibrowne: A3. Thinking abt creating different landing pages on event site 4 each diff audience... #a2zusergroup

02-Nov-11 17:07 | ExpoQueenUSA



Great idea! @tracibrowne A3. Thinking abt creating different landing pages on event site 4 each diff audience... #a2zusergroup

02-Nov-11 17:07 | webbydesign



good idea RT @ExpoQueenUSA: TIP:Speakers that get most hits on their Speaker Profile...get better rooms to speak in! #a2zusergroup

02-Nov-11 17:08 | tracibrowne



A3. So important to treat alumni special. Don't market to them after they buy. Make it easy for them to buy again! #a2zusergroup

02-Nov-11 17:08 | VelChain



@VelChain so true! Don't you hate when newbies get all the great stuff and current customers get nothing #a2zusergroup

02-Nov-11 17:08 | tracibrowne



@tracibrowne Regular attendees need to be treated extra special. Those are the ones that provide Word of Mouth Mktg! #a2zusergroup

02-Nov-11 17:11 | VelChain



@tracibrowne @VelChain Or click on a link from an email and have everything pre-populated! :) #a2zusergroup

02-Nov-11 17:11 | Streampoint



agree RT @VelChain: @tracibrowne Regular attendees need to be treated extra special. Those are the ones that provide WOM Mktg! #a2zusergroup

02-Nov-11 17:11 | michellebruno



Like phone + cable carriers RT @tracibrowne Don't u hate when newbies get all the great stuff + current customers get nothing #a2zusergroup

02-Nov-11 17:11 | lisamcgrath



So true! RT @VelChain: @tracibrowne Regular attendees need to be treated extra special. They provide Word of Mouth Mktg! #a2zusergroup

02-Nov-11 17:11 | ExpoQueenUSA



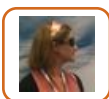
Q3b - Anyone creating buyer personas? #a2zusergroup

02-Nov-11 17:11 | VelChain



Priority points for repeat attendees.@VelChain @tracibrowne Regular attendees need to be treated extra special.... #a2zusergroup

02-Nov-11 17:12 | webbydesign



Definitely...I practically know how they grew up ;-) RT @VelChain: Q3b - Anyone creating buyer personas? #a2zusergroup

02-Nov-11 17:12 | tracibrowne



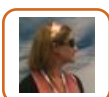
RT @ExpoQueenUSA: So true! RT @VelChain: @tracibrowne Regular attendees need to be treated extra special. They provide Word of Mouth Mktg! #a2zusergroup

02-Nov-11 17:12 | Streampoint



Q3 - C What audience segments do you need to grow the most for the future? #a2zusergroup

02-Nov-11 17:12 | VelChain



ooh, ideas coming... RT @webbydesign: Priority points for repeat attendees. #a2zusergroup

02-Nov-11 17:13 | tracibrowne



Q3b I know it works but I'm not comfortable as an attendee being lumped into a profile #a2zusergroup

02-Nov-11 17:13 | michellebruno



Yes, an attendee loyalty plan! RT @webbydesign: Priority points for repeat attendees #a2zusergroup

02-Nov-11 17:13 | VelChain



@tracibrowne LOL ... no we are not. no iPad for @michellebruno. :-) #a2zusergroup

02-Nov-11 17:14 | a2zUserGroup



Like we do for exhibitors RT @webbydesign: Priority points for repeat attendees. #a2zusergroup

02-Nov-11 17:14 | tracibrowne



@tracibrowne target, target, target!
#a2zusergroup

02-Nov-11 17:15 | a2zUserGroup



RT @MPITheresa: @VelChain A3: here's a great resource I recently found on persona profiles
<http://t.co/bDjZjPpc> #a2zusergroup

02-Nov-11 17:15 | webbydesign



Thanks Theresa RT @MPITheresa: @VelChain A3: heres a great resource I recently found on persona profiles
<http://t.co/41jGgojf> #a2zusergroup

02-Nov-11 17:15 | tracibrowne



@MPITheresa Good share Theresa! I love CMI for resources! #a2zusergroup

02-Nov-11 17:15 | VelChain



Attendee loyalty: "You're just 10 points away from having VIP dinner with INSERT ROCKSTAR NAME" ;)
#a2zusergroup

02-Nov-11 17:16 | Enlighten123



like everyone duh RT @tracibrowne: HA! RT @VelChain: @michellebruno Your persona as the person that
desires multiple l-pads #a2zusergroup

02-Nov-11 17:16 | michellebruno



@michellebruno Don't know all the details of b-card, but think airline or hotel loyalty program. VIP, upgrades,
stuff. #a2zusergroup

02-Nov-11 17:17 | VelChain



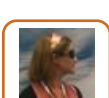
RT @Enlighten123: Attendee loyalty: "You're just 10 points away from having VIP dinner with DAVE LUTZ" ;)
#a2zusergroup

02-Nov-11 17:17 | michellebruno



RT @enlighten123: Attendee loyalty: "You're just 10 points away from having VIP dinner with INSERT
ROCKSTAR NAME" ;) #a2zusergroup

02-Nov-11 17:17 | Streampoint



Full disclosure - I'm a social media curmudgeon the past few weeks - but chats like this make me think all is not
bad... #a2zusergroup

02-Nov-11 17:17 | tracibrowne



Cool idea! @Enlighten123 Attendee loyalty: "You're just 10 points away from having VIP dinner with INSERT
ROCKSTAR NAME" ;) #a2zusergroup

02-Nov-11 17:17 | webbydesign



Q4. Are you testing pricing strategies to attract first time attendees/buyers? Any results that you can share?
#a2zusergroup

02-Nov-11 17:17 | VelChain



@michellebruno LOL, payment due during Expo! Expo! #a2zusergroup

02-Nov-11 17:18 | VelChain



A4 - I can only tell you that early bird pricing doesn't do jack shit #a2zusergroup

02-Nov-11 17:18 | tracibrowne



seeing multiple choices, a-la-carte including virtual pass as popular RT @VelChain: Q4. Are you testing pricing
strategies #a2zusergroup

02-Nov-11 17:18 | michellebruno



i think vip treatment works. repeat attendees get fast-tracks and special tours/activities #a2zusergroup Reward repeaters, not first timers

02-Nov-11 17:20 | suzannecarawan



you are spooky RT @tracibrowne: @michellebruno maybe Dave wants to go to Ellis Island Casino with us #slummingit #a2zusergroup

02-Nov-11 17:20 | michellebruno



Happy to help RT @tracibrowne: Im a social media curmudgeon past few weeks - chats like this make me think all is not bad... #a2zusergroup

02-Nov-11 17:20 | a2zUserGroup



@michellebruno Yes, multiple choices good! Good, better, best access is a winning formula. #a2zusergroup

02-Nov-11 17:21 | VelChain



in so many ways RT @michellebruno: you are spooky #a2zusergroup

02-Nov-11 17:21 | tracibrowne



yes, the low bar should always be set at good...not lower RT @VelChain: @michellebruno Good, better, best access #a2zusergroup

02-Nov-11 17:22 | tracibrowne



Does Exhibitor Show still do that? loved it. RT @VelChain: @michellebruno Yes, multiple choices good! #a2zusergroup

02-Nov-11 17:22 | michellebruno



Convincing influencers to bring along the decision makers is a real important strategy or pricing consideration #a2zusergroup

02-Nov-11 17:22 | VelChain



Open bar is still a good strategy...#justsayin #a2zusergroup

02-Nov-11 17:23 | tracibrowne



@tracibrowne I'm RSVPing to decline invite to Ellis Island. #livinglarge #a2zusergroup

02-Nov-11 17:23 | VelChain



@michellebruno Not sure what Exhibitor show does. Haven't been to that one...surprisingly enough. #a2zusergroup

02-Nov-11 17:24 | VelChain



@VelChain OMG...it's so awesome there...best BBQ in Vegas #a2zusergroup

02-Nov-11 17:24 | tracibrowne



how about attendee BINGO where you get points if you have Pres or CEO on badge RT @VelChain: Convincing influencers #a2zusergroup

02-Nov-11 17:24 | michellebruno



Q5. What improvements are you making to improve effectiveness of your attendance marketing database? #a2zusergroup

02-Nov-11 17:24 | VelChain



I'll just listen to everyone else's answers here RT @VelChain: Q5. What improvements are you making ...marketing database? #a2zusergroup

02-Nov-11 17:26 | tracibrowne



A5 databases/CRM are great but when you start referring to what's in them as data you've missed the point #a2zusergroup

02-Nov-11 17:28 | tracibrowne



Today, you can study a prospects digital body language until they are sales ready. No trust, no sale. #a2zusergroup

02-Nov-11 17:28 | VelChain



Yes, by segment! RT @webbydesign: @VelChain A.5 Creating compelling and relevant content. #a2zusergroup

02-Nov-11 17:28 | VelChain



RT @VelChain: Today, you can study a prospects digital body language until they are sales ready. No trust, no sale. #a2zusergroup

02-Nov-11 17:28 | a2zUserGroup



A5 I wonder if Open Table would make a database system for events...their software collects all sorts of wonderful data #a2zusergroup

02-Nov-11 17:28 | tracibrowne



Past buying history critical! i.e. Amazon RT @michellebruno: A5 what about attendee history? #a2zusergroup

02-Nov-11 17:29 | VelChain



For how to properly use a database I recommend reading Danny Meyer's book Setting the Table #a2zusergroup

02-Nov-11 17:30 | tracibrowne



jeez u hungry? RT @tracibrowne: A5 I wonder if Open Table would make a database system for events..#a2zusergroup

02-Nov-11 17:30 | michellebruno



love it! RT @tracibrowne: wonder if Open Table would make a database system for events...they collect all sorts of data #a2zusergroup

02-Nov-11 17:30 | lisamcgrath



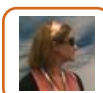
How often do you cleanse your database? #a2zusergroup

02-Nov-11 17:30 | VelChain



@VelChain "Based on exhibitors you saw last yr, here are 10 new exhibitors we think you might be interested in" #a2zusergroup

02-Nov-11 17:30 | Enlighten123



@michellebruno you're right...there has been a theme in my last several tweets #a2zusergroup

02-Nov-11 17:31 | tracibrowne



RT @tracibrowne: For how to properly use a database I recommend reading Danny Meyers book Setting the Table #a2zusergroup

02-Nov-11 17:31 | VelChain



Thanks...I will check it out. RT @tracibrowne: For how to use a database try reading Danny Meyers book Setting the Table #a2zusergroup

02-Nov-11 17:31 | ExpoQueenUSA



RT @Enlighten123: @VelChain "Based on exhibitors you saw last yr, here are 10 new exhibitors we think you might be interested in" #a2zusergroup

02-Nov-11 17:31 | webbydesign



@Enlighten123 yes! we definitely have 2 start combining our attendee, exhibitor & session data for better attendee experience #a2zusergroup

02-Nov-11 17:32 | tracibrowne



Oops, just realized our time is up. Stay tuned for info on next chat. #a2zusergroup

02-Nov-11 17:32 | VelChain



that was fast...thank you @VelChain and @a2zusergroup for a great chat every month #a2zusergroup

02-Nov-11 17:33 | tracibrowne



Thank you for attending – next chat on Wednesday December 14 at 12:30 PM. A week later due to IAEE #a2zusergroup

02-Nov-11 17:33 | VelChain



@VelChain #a2zusergroup. Learnt a lot in today's chat. Thank you all!

02-Nov-11 17:33 | webbydesign



there are companies working on this piece RT @tracibrowne: @Enlighten123 yes! we definitely have 2 start combining our data #a2zusergroup

02-Nov-11 17:33 | michellebruno



@VelChain Some great points today. Thanks for facilitating the chat! #a2zusergroup

02-Nov-11 17:33 | GregRuby



@VelChain Thanks for enlightening chat ;) Many thanks to everyone! #a2zusergroup

02-Nov-11 17:34 | Enlighten123



Let us know if there are any topics you'd like to discuss. #a2zusergroup

02-Nov-11 17:34 | VelChain



Thanks, Dave! RT @VelChain: Thank you for attending – next chat on Wednesday December 14 at 12:30 PM. A week later due to IAEE #a2zusergroup

02-Nov-11 17:34 | a2zUserGroup



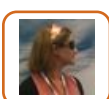
guess what I want for Xmas? RT @VelChain: Thank you for attending – next chat on Wednesday December 14 at 12:30 PM. #a2zusergroup

02-Nov-11 17:34 | michellebruno



Archive will be posted later <http://t.co/GSRBFzEy>. #a2zusergroup

02-Nov-11 17:35 | a2zUserGroup



@GregRuby @ExpoQueenUSA @Enlighten123 @michellebruno @webbydesign @lisamcgrath @suzannecarawan @MPITheresa THX 4 the gr8 info #a2zusergroup

02-Nov-11 17:35 | tracibrowne



@michellebruno we know, Michelle! iPad!! :-)
#a2zusergroup

02-Nov-11 17:35 | a2zUserGroup



@tracibrowne Thanks for your input Traci! #a2zusergroup

02-Nov-11 17:35 | a2zUserGroup



@tracibrowne Sorry we will be missing #epochat today. Will definitely read it later! #a2zusergroup

02-Nov-11 17:37 | a2zUserGroup



RT @tracibrowne: If you're want to talk trade shows and expos well be talking about sponsorship today in #epochat 3pm ET #a2zusergroup

02-Nov-11 17:37 | ExpoQueenUSA



Agreed! RT @VelChain: We really appreciate everyones contributions! You gals/guys rock! #a2zusergroup

02-Nov-11 17:44 | a2zUserGroup



Woot! RT @VelChain: We really appreciate everyone's contributions! You gals/guys rock! #a2zusergroup

02-Nov-11 17:46 | TRDonnelly