

# TOP 10

## TIPS FOR LEVERAGING BLOGS IN THE EXHIBITION INDUSTRY

- 1.** Exclusive Interviews. Consider offering your speakers the option to present further insight into their area of expertise by becoming an author to your event blog(s).
- 2.** Registration & Join Me Badges. Increase your online visibility by providing downloadable event badges for speakers, attendees, exhibitors and sponsors to share.
- 3.** Advanced Q&A and Session Ratings. Continue the engagement post-event by pointing attendees to the event blog to rate sessions and share comments and questions.
- 4.** Photo and Video Sharing. Encourage attendees and exhibitors to tell their exhibit story by emailing their pictures and video to photos@<event>.com. Set up a photo stream, such as through Flickr, to showcase these.
- 5.** Email Sign-up. Ensure your blog has a field to register for your event newsletter for the latest updates regarding speakers, sponsors, networking events and more.
- 6.** Sponsor-Provided Content. Maintain thought leadership by encouraging sponsors and exhibitors to submit their case studies and white papers for sharing with attendees on the event blog.
- 7.** Password-Protected Blogs. Set up private internal blogs for speakers, exhibitors and sponsors to provide the latest on deadlines, deliverables and opportunities.
- 8.** RSS via Email. Syndicate your blog feed and provide your readers with the option to receive the feed via email. Services such as FeedBurner provide this option for free.
- 9.** Forward to a Colleague. Have a link on your blog as well as within email communications to allow readers to forward information for the event on to colleagues
- 10.** Venue Tips. Share insight with attendees on the event blog on what to bring, local attractions, travel information and weather forecasts.

