

For Immediate Release

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ECEEF 2010 to Focus on Growth Strategies

WASHINGTON, DC, November 23, 2009—Strategies for driving growth despite economic uncertainty will be the focus of the next Exhibition and Convention Executives Forum (ECEEF), Wednesday, June 2, 2010, in the J. W. Marriott, Washington, DC.

ECEEF producer Sam Lippman announced the following speakers and sessions:

- Keynote speaker Peter Weedfald, President and Chief Marketing Officer of General Displays and Technologies, will reveal how his company relies on exhibitions to improve customer care and protect its competitive lead. He will prove why business media companies and associations need to reposition their events as “opportunities to increase exhibitors’ productivity.”
- Peter Censky, Executive Director of the Water Quality Association, will present a case study of successfully managing two divergent “cultures”—a US association and an overseas business media company—in order to create a profitable international event.
- David Etzler, CEO of OutsourceWorld, will describe his use of marketing research as a foundation for rebranding his exhibition. He will also describe how the findings of his research sent shock waves throughout his organization.
- Geoffrey Freeman, Senior Vice President, Public Affairs for the US Travel Association, and Helen Marano, Director of the US Department of Commerce’s Office of Travel and Tourism Industries, will provide the current outlook on business travel into the US by attendees and exhibitors.

In addition to exclusive C-level content, ECEEF 2010 will deliver more audience interaction. Lippman has reshaped ECEEF’s agenda, freeing 30 minutes that will be devoted to additional Q&A and an extension of the popular interactive problem-solving session, “Peer to Peer Learning Exchange.”

Now in its ninth consecutive year, ECEEF is the world’s only forum exclusively for business media and association executives. For one day each year, this invitation-only event gathers the leaders of the exhibition and convention industry to focus on fundamental ways to increase their revenue.

More information about ECEEF is available at www.eceforum.com.