

# EXPO TECH VIRTUAL

A New Virtual Forum for Event Technology Innovation

December 15, 2009

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## The Agenda

9:00-10:00 a.m.

KEYNOTE



**HOW SOCIAL MEDIA IS CHANGING THE ROLE OF MEDIA AND EXHIBITIONS**

Michael Brito, Social Media Strategist, Intel Corporation

10:00-10:45 a.m.

**SESSION 1: VIRTUAL EVENTS: ARE YOU A BELIEVER?**

11:00-11:45 a.m.

**SESSION 2: DEFINING YOUR SOCIAL NETWORKING STRATEGY**

12:00-12:45 p.m.

**SESSION 3: PANEL DISCUSSION: MY FAVORITE TECHNOLOGIES**

1:00-2:00 p.m.

KEYNOTE  
PANEL SESSION

**BIG IDEAS AND NEW OPPORTUNITIES FOR 2010 AND BEYOND**

Eric Biener, Nielsen Business Media; Peter MacGillivray, Specialty Equipment Market Association; Nancy Walsh, Reed Exhibitions Americas

2:00-2:45 p.m.

**SESSION 4: MEASURING UP: HOW ATTENDEE ANALYTICS CAN CHANGE YOUR SHOW**

3:00-3:45 p.m.

**SESSION 5: BEST PRACTICES: INSIDE OUR SOCIAL NETWORKS**

4:00-4:45 p.m.

**SESSION 6: INCREASING YOUR AUDIENCE – AND YOUR REVENUE – THROUGH HYBRID EVENTS**

5:00-6:00 p.m.

KEYNOTE



**THE REVOLUTION OF RISING MEDIA EXPECTATIONS: LIVE EVENTS IN AN AGE OF LINKED, MASHABLE AND SOCIAL EXPERIENCES**

Jack Powers, Director, IN3.ORG