

CTSM NEWS

SPONSORED BY EXHIBITOR SHOW IN CONJUNCTION WITH THE UNIVERSITY OF ILLINOIS OUTREACH PROGRAM

FALL 2004

Meet Our Newest Certified Trade Show Marketers

Congratulations to our newest CTSM graduates who attained their goal of certification over the summer months.



Tracy Brewer
Trade Show Manager
Grainger
Lake Forest, IL

Tracy has been employed at Grainger since 1997, changing roles from assistant product manager to project coordinator, and on to events management, where her responsibilities are continuously evolving. When she joined the events team, it was her boss who encouraged her to attend her first EXHIBITOR SHOW in 2002 to get up to speed with trade shows and return to work with new ideas. Grainger, a Fortune 500 company, is a leading supplier of facilities maintenance products in North America. Her knowledge gained at EXHIBITOR SHOW has helped Grainger reevaluate and streamline their trade show program to participate in fewer, more focused events where they have better opportunity to interact with

the right people. Tracy focused part of her portfolio on their largest show, the National Plant Engineering and Facilities Management Show in Chicago. In her concluding paragraph of her portfolio, Tracy said, "I would like to close by stating that I never thought I would find a job that I would love coming into each morning. I have a husband and two small children – it's not as though I need more excitement in my life. It's just that I enjoy the challenge that my job offers."



Heather Cline
Events Planner
Websense, Inc.
San Diego, CA

Heather joined Websense in April of 2000, at a time when Websense had just completed its IPO and was poised to

establish itself as the market leader in the Employee Internet Management arena. She was hired to manage their existing program and evaluate the market space for new event opportunities. She has taken their event program from 12 to over 50 events worldwide.

In 2002 Heather said she felt stagnant in her job with no place for advancement and felt that she desperately needed to network with other trade show managers. She went to her boss and asked if Websense would be willing to pay for her CTSM courses. Her boss was thrilled that she had taken the initiative to come to him with an industry-recognized program. Says Heather, "My CTSM education has helped me become more strategic, and my company has recognized the change. Now they have created a new upward position and have promoted me into it!"

Exam Registration Open

The deadline for exam registration for EXHIBITOR*FastTrak* Atlanta is December 14. We are also accepting registrations for EXHIBITOR SHOW 2005 in Las Vegas, March 15-17.

If you are eligible to take your exam, register online at www.exhibitoronline.com/ctsm. Click on exam registration and select your date. Once you register, your exam study guide will be prepared and sent to you within two weeks.

CTSM Alumni News

Ed Sandman, CTSM (2002) Exhibit Manager, Sauder & Wieland Furniture. Effective October 4, 2004, Ed assumed frontline responsibility for all trade show activities across both Sauder Manufacturing and Wieland Furniture. Ed has been trade show manager for Wieland Furniture for the past four years, but his role has expanded with the merger.

Dee Sufalko, CTSM (1998) AutoShow in Motion Logistics Director, General Motors R*Works. Congratulations to Dee who is being sworn in as an American citizen. She will revert to her maiden name of Dee Duncan-White. Dee is currently a UK citizen. She mentioned that she loves her job with GM R*Works. Life in event management there is super busy, and she is approved to hire three new employees. The company is in Detroit, MI. If any of you are looking for a new opportunity or a change, contact Dee at dee.sufalko@gmrworks.com.

Jennifer Feltes, CTSM (2001) Owner, About Face Productions. A name change as of October 30th, 2004, the day Jennifer became Mrs. Fiotti. Congratulations, Jennifer!

Congratulations to one of CTSM candidate **Angela Fraser!** Candace Adams (CTSM graduate and well-known industry speaker and writer) was lead judge at the Produce Marketing Ass'n Fresh Summit in Anaheim, CA in October. Her team awarded BEST OF SHOW exhibit to Angela Fraser, Merchandising Administrative Coordinator for California Avocado Commission, whom Candy found out later is one of our CTSM candidates. Way to go, Angela!

CTSM Revised Curriculum for 2005

The following list gives you a preview of CTSM required seminars to be offered at EXHIBITOR SHOW 2005. You will also find them on www.EXHIBITORSHOW.com and in the conference brochure.

As always, if you have previously taken a required seminar that has been changed or discontinued, it will still count as fulfillment of that requirement.

If you have questions about how the changes affect your transcript requirements, please contact the CTSM office at wlewis@exhibitormagazine.com or 507-252-4624. Wendy Lewis will help you through the necessary changes to be sure you are getting what you need in the most efficient timeframe.

Management

- 20105 Selecting the Right Shows: The Critical Decision
- 20205 Basic Project Management and Reporting Skills
- 20305 The Nuts and Bolts of Budgeting for Results
- 20405 Don't Skip the Meetings – Pre, At or Post: Guideposts to Success **NEW**
- 20505 Using Surveys in the Trade Show and Event Decision Making Process
- * 20605 Show Operation Basics
- 20705 Exhibiting and the Law: What You Need to Know
- 20805 How To Measure the Value of Trade Show Participation – **NEW** (replaces 31404)

Sales and Marketing

- ** 30805 Business Marketing Strategies and Trade Shows
- 31105 How to Grow Your Brand: Incorporating Brand Marketing into Your Exhibit Program **NEW**
- 31205 Realizing Your Public Relations Potential
- 31305 Beyond the Basics of Booth Selling
- 31505 Integrated Marketing Communications

Corporate Events

- 41605 The Basics of Event Planning and Management – **NEW**
- 41705 The Basics of Event Logistics and Implementation – **NEW**
- 41805 How To Measure the Value of Events – **NEW** (replaces 82204)

Exhibits and Environments

- 61705 Essential Graphic Basics to Wow!!
(new name for Graphics that Create Connectivity – and How to Get Them)
- 61905 Exhibit Design – From Concept to Completion

Global Exhibiting

- 72005 Introductory Overview to Global Exhibiting
- 72105 Introductory Overview to Global Event Marketing

Personal and Career

- 82105 Negotiating Skills to Win
- 82305 Communicating with Others: Essentials for Success
- 82405 Preparing, Developing and Submitting a Quality CTSM Portfolio

Electives - Any Five Seminars

*Session may be replaced with Trade Show Rookies "Quick-Start" Program All-Day Workshop.

** Indicates session that may be waived by candidates with a marketing degree, and replaced with an elective.

NOTE: These sessions will be most beneficial if taken in order: 20805 followed by 41805; 41605 followed by 41705; 72005 followed by 72105.



Second Minnesota CTSM Connection Held

The Minnesota CTSM Connection held on Sept. 22 was a success! Sixteen of the seventeen attendees (about double last year's number) were from the Minneapolis/St. Paul area, but our newest Minnesota graduate, Jackie Kaufenberg, drove two hours from Morton, MN to attend. A lot of networking took place as attendees arrived and during lunch. The program began with "Budget Saving Tips", led by Whitney Archibald, editor of EXHIBITOR. Jan Nelson, CTSM executive director, discussed program updates and our new curriculum for 2005, and answered questions on portfolio development. To assist them in planning upcoming EXHIBITOR SHOW schedules, attendees received their updated transcripts with all new 2005 sessions added. Gail Hernandez (CTSM graduate 1994) closed the meeting with a fast-paced

brainstorming technique she learned at an EXHIBITOR SHOW 2004 session. Prior to the meeting, attendees were invited to submit problems they were experiencing at work. After the ten-minute exercise, they left with a long list of suggested possible solutions from other attendees.

Minnesota CTSMers requested we host these connections at least twice a year.

Host a CTSM Connection!

A template has been developed for CTSM graduates in other cities or regions of the country to use in hosting networking meetings for candidates in their locale. If you are interested and willing to host CTSM Connections in your area, please contact Jan Nelson at 763-498-6538. We encourage you to lead the way in creating opportunities to network with and learn from other CTSMers in your area.

Meet our New Core Curriculum Speakers!

Rebecca Coons

is executive vice president of sales and marketing for Extraordinary Events. A founding board member of the Special Event Marketing Institute International (SEMII), Coons is vice president of education for the Board of Directors, Florida chapter of Society of Incentive Travel Executives (SITE). She was nominated for Event Planner of the Year 2004 by Event Solutions Magazine.



41605 The Basics of Event Planning and Management

Need to plan an event and not sure where to begin? Learn the basics of event planning with time proven techniques for success including:

- Determining objectives
- Developing and managing a budget
- Selecting vendors and venues
- Developing a theme and understanding talent
- Understanding contracts and insurance
- Developing your target market, registration, and invitations
- Developing an RFP

Learn skills that can be put to work immediately to help you successfully navigate the waters of event production. Part one of a two-part session.

41705 The Basics of Event Logistics and Implementation

This session takes you through the actual production phase of planning all the way to the end of an event. You will learn all the skills necessary to successfully implement your carefully laid plans including:

- Site visits
- Vendor and production meetings
- Developing timelines for production and budgets

CANDIDATE FACTS

11 candidates have passed their comprehensive exam since EXHIBITOR SHOW 2004.

11 more candidates are scheduled to take the exam before EXHIBITOR SHOW 2005.

That's 22 candidates one step closer to certification. Have you scheduled your exam if you are eligible?

- Developing floorplans, décor, and menus
- Developing a security plan
- Contracting and managing speakers and entertainment
- Establishing staff flowcharts
- Measuring your results

At the completion of this session, you will have all the tools necessary to create a remarkable event.

Ed Jones

*is president of
Constellation*

Communication Corp.

*Constellation supports
clients in forecasting,*

*selecting, planning, executing, measuring,
and improving return on investment in
face-to-face communications activity.*

*Jones created the measurement and
return on investment models in use today
by both corporate event managers and
companies that supply the events industry.*



Phyllis Danieli

MacIsaac

has over 20 years

*experience working with
associations, show*

organizers, corporations,

*and exhibitors on all aspects of event
planning, measurement, and analysis. In
her role as vice president of the
consulting services organization at Nth
Degree, MacIsaac works with clients to
evaluate event strategy and develop
methodologies for improved results.*



20805 How To Measure the Value of Trade Show Participation

Justify and improve your trade show marketing effort. This session is part one of two providing basic building blocks on measuring the value delivered through trade show marketing. Topics include:

- Forecasting the business value of a show
- Accurate estimates of exhibit and staff sizes
- Estimating appropriate budgets

- Event payback from revenue, customer relationship management, and promotion value
- Subjective factors and considerations
- Establishing a payback ratio
- Forecasted results vs. actual results

The session includes a take home assignment to help you focus on program strengths and weaknesses and likely opportunities for ROI improvement.

41805 How To Measure the Value of Events

It is recommended that 20805 be taken prior to this session. Measurement enables justification and continuous improvement of your event marketing efforts. This session looks at events as products that deliver value for the host company and must be managed to increase results and to keep the event current and relevant to its audience. Attendees will learn to:

- Understand the key elements of event measurement
- Assess what measurement tactics are best for specific circumstances
- Know where and how to pull pertinent information
- Manage and implement on-site and post-event evaluations
- Evaluate the long term company value generated by your event
- Create an action plan and future strategy

Scott Leech

*has spent nearly 20
years creating and
producing live
experiences and is
currently senior partner*

of BrandSpeak Communications.

*Specializing in creating brand
experiences, Leech oversees design and
production of live presentations for
corporate meetings, trade shows and
product/identity launches. Clients include
PepsiCo, Allen-Bradley and Procter &
Gamble.*



31105 How To Grow Your Brand: Incorporating Brand Marketing Into Your Exhibit Program

Where does exhibit marketing fit within

today's concept of brand management? Both large and small exhibitors can play a major role in shaping and growing their company's brand. This session will show you how to:

- Use consistency to make your exhibit and event marketing stronger
- Leverage brand assets throughout your organization
- Train and use your staff to their fullest extent
- Measure your results
- Report your results in the context of brand building
- Build consensus within management of your role in brand building
- Learn from your customers the best way to communicate your brand

Thomas Frisby

*President and owner of
design firm*

*Think(form), Frisby has
over 25 years of exhibit
and agency*

*background combined with ingenuity,
flexibility, and strong marketing skills. His
"out of the box" agency approach affords
him the distinction of working for major
industry players like Bausch & Lomb,
IBM, and Texas Instruments.*



61705 Essential Graphic Basics

to Wow! (previously titled *Graphics that Create Connectivity – and How to Get Them*) Explore graphic basics to key components that create connectivity to your customer with a wow factor. No matter your experience level, you'll learn the essential components necessary to create the most successful graphic program and experience. Improve your show success and learn:

- Essential basics of graphic production
- Key components to good graphic design
- How to execute goal-oriented graphics that get results
- How to control the process and manage your internal customer
- How to touch your customer on an emotional level, encourage exploration, and own the "wow" factor
- Alternative graphic delivery mechanisms that surprise and delight

NIU Outreach

NORTHERN ILLINOIS UNIVERSITY

From Matt Volk,
Assistant Director
of Operations
Northern Illinois University
Outreach



Greetings from Northern Illinois University!

NIU Outreach is honored to be affiliated with CTSM and we look forward to a long, mutually beneficial relationship. It seems prudent to start with explaining who we are and what we do. At NIU Outreach, our slogan is "Connecting. Collaborating. Creating Solutions." We are a center for programs and services that anticipate and help meet the needs of the larger community. We offer a broad range of educational programs, high-quality support services, course delivery systems, research and entrepreneurial solutions. We take learning beyond the campus. By engaging our communities in dialogue and creating mutually beneficial partnerships, NIU Outreach leverages university and regional resources to create solutions. We provide leadership and support to help

individuals, groups and organizations identify needs, adapt to change and increase their capacities to meet present and future challenges. With this as our mission, NIU Outreach is pleased to be a partner in the Certified Trade Show Marketer program. We believe the staff and faculty involved in developing and offering the CTSM program, along with the content presented in the core courses is of significant quality and provides a comprehensive body of knowledge that is critical for success in the industry. We are proud to be affiliated with such a high-quality program.

If I can be of any assistance to you, please contact me at mvolk@niu.edu or (815) 753-1544.

EXHIBITOR *FastTrak*

Sponsored by



One more *FastTrak* regional conference remains before EXHIBITOR SHOW 2005

January 18-20, 2005 – Atlanta

If you would like assistance in planning your course for the quickest direct route, contact Wendy in our CTSM office for an updated transcript. She would be happy to help map out your best path.

EXHIBITOR*FastTrak* conferences also offer an opportunity to take the comprehensive exam for those who are eligible. Register online to complete that component of the program requirements.

Amazing races at *FastTrak* Atlanta!

In addition to the learning that takes place, there is also time at EXHIBITOR*FastTraks* for networking and fun. Attendees were "wowed" by the special event planned for them in Las Vegas by conference sponsor, MC². It was a trade show and event managers' version of the familiar scavenger hunt race. Attendees were divided into teams. Each team was provided with an MC² host and a limo and was given 9 clues.

For a three-hour period they had to determine from the clues where to go; then take a picture proving they had found the location. Clues led to such places as New

York New York's roller coaster ride, Little White Chapel for a fake wedding, finding the oldest phone in Las Vegas at the Golden Gate Hotel in downtown Vegas, MC² facility, and more. Following the race, networking continued over dinner at The Palms.



**From the CTSM Executive Director,
Jan Nelson, CTSM**

In this issue, I'm going to have Christine Corelli speak to you for me. Christine has been an EXHIBITOR SHOW speaker who publishes Corelli's Clips®. One of her clips struck me as "right on the money" appropriate to CTSMer's – to those who are striving for certification, those who have attained certification and continue to return to EXHIBITOR SHOW to learn, and those of you we haven't seen at the show for a while.



New E-Mail Address

Beginning November 17, CTSM director Jan Nelson will have a new e-mail address. It is CTSM@exhibitorshow.com.

Please begin using this to contact the program director. Our old e-mail address on AOL will remain in effect for a few months during the transition so we don't lose any communication.

Don't Stunt Your Growth – Learn to Love to Learn

With the instability of national economic conditions, you may be feeling a lot more insecure than you used to. Reductions in work force, a weak job market, and the pressures of working in a tough business climate are probably making you sit back and ask yourself, "Where am I going in my life?" Instead, perhaps you should shift your mind-set to, "Where am I GROWING in my life?"



Communication skills? Would I benefit from a personal coach to improve my "people skills?" Whatever may be on your "needs list," it's up to you to take action towards continuous improvement. The books you never read, the skills you never applied, the seminar you never attended, the class you never took, and the effort you never made to learn will hold you back from reaching your full potential.

It's never enough just to live and learn. You need to learn to live well.

If you want to move forward, you will have to take ownership for your personal growth and professional development. No one can, or will, do it for you. To cope with the pressure to perform and to prepare yourself for the future, you will need to expand your knowledge base, and hone your skills. Remember, you can only grow as much as you know. Ask yourself this question: Where do I need to improve, and what knowledge do I need to obtain to help myself move forward? Is it leadership or management skills? Stress management techniques? Help with managing my money? Advanced sales techniques? Parenting? How to tap into my spirituality to find inner peace and be able to cope with life's problems? Creative problem-solving? Business management?

Reprinted with permission. ©Copyright 2004, Christine Corelli & Associates, Inc. – www.christinespeaks.com. Helping Organizations Drive Business Growth and Increase Profitability. Christine Corelli is a business columnist and author of "Wake Up and Smell the Competition." She has appeared on numerous TV and radio interviews throughout the country. Her articles on topics related to competitive factors have been published in a multitude of magazines and trade publications worldwide. She has over twenty years experience in the trade show arena. Visit her web site, www.christinespeaks.com to learn more and sign up to receive "Corelli's Clips®" a FREE E-publication of valuable information, ideas and solutions to problems plaguing today's businesses and business professionals. For information on her services, contact (800) 611-9968 or E-mail cc@christinespeaks.com



CTSM

Contacting the CTSM program:

Wendy Lewis

CTSM Program Administrator
206 S. Broadway, Ste. 745
Rochester, MN 55904
T 507.252.4624
F 507.289.5253
wlewis@exhibitorshow.com

Jan Nelson, CTSM

Executive Director
23235 Oakdale Drive
Rogers, MN 55374
T 763.498.6538
F 763.498.6539
CTSM@exhibitorshow.com

Copyright 2004 by EXHIBITOR magazine. All rights reserved. No part of this publication may be reproduced without the publisher's written permission. CTSM News is published quarterly by EXHIBITOR magazine, 206 S. Broadway, Ste. 745, Rochester, MN 55904, 507.289.6556.