

#epochat

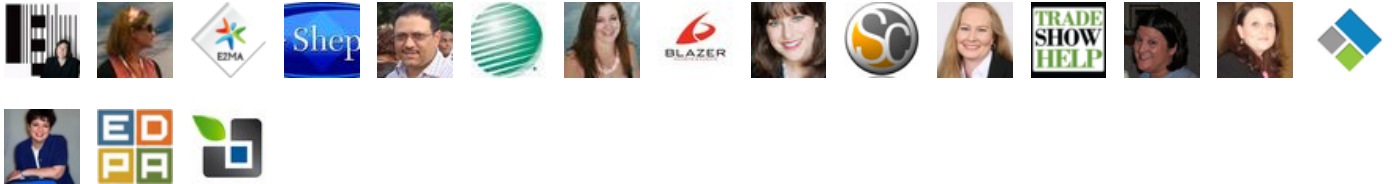
Burning Questions Archive

Archive for 11/14/2012

Trending Words

content, rt, @michellebruno, &, exhibitors, out, show, @tracibrowne, -, think, @theexpogroup, more, free, @tracibrowne:, shows

Event Participants





Gr8 #tradeshow day Wed - Content Marketing at 1pm ET <http://t.co/gvcJ5bU6> Attendee Marketing <http://t.co/i5TNII5j> at 2pm & #expochat at 3pm

14-Nov-12 02:30 | theexpogroup



What a day today! - Content Marketing at 1pm ET <http://t.co/ZN4AYDLg> Mobile Marketing <http://t.co/21JxK68D> at 2pm & #expochat at 3pm

14-Nov-12 14:50 | tracibrowne



The latest edition of the #E2MA Showfloor Buzz is out! Top stories via @ExpoMagazine @ExhibitCityNews #tradeshow #expochat #assnchat

14-Nov-12 15:01 | E2MAAssoc



Got a question? Ask the #expochat ers today at 3 <http://t.co/u4TRqKzh>

14-Nov-12 15:43 | ShepardExpo



@BizBash_News @BizBash_Events very smooth registration check-in at your IdeaFest Chicago #expochat #eventprofs #MPI #eventmarketing

14-Nov-12 16:59 | slee_CTSMCMECMP



Billy Dec (Rockit Ranch Production) is speaking now at #bizbash IdeaFest on creating event buzz. #expochat #MPI #eventprofs #eventmarketing

14-Nov-12 17:11 | slee_CTSMCMECMP



What is the airspeed velocity of a swallow? <http://t.co/YzWTORyE> #ExpoChat community's burning question open forum 3pmET/12pmPT TODAY.

14-Nov-12 17:18 | theexpogroup



@billydec says if you blog about an event, you must love it!. #bizbash #expochat #eventprofs #eventmarketing

14-Nov-12 17:22 | slee_CTSMCMECMP



@billydec says to add value to your events, you must layer the communication channels to meet core objectives.#expochat #eventprofs #MPI

14-Nov-12 17:28 | slee_CTSMCMECMP



Have you joined #ExpoChat at 3 pm ET on Wed? Join your trade show peers and learn from each other! #IAEE_DFW

14-Nov-12 17:40 | IAEE_DFW



Noelle Provencial @groupon is now speaking on pitching an event idea to management. #expochat #eventprofs #mpi #eventmarketing

14-Nov-12 17:41 | slee_CTSMCMECMP



Noelle @groupon: Cool idea to storyboard a timeline for C-Suite to understand the process. #expochat #eventprofs #MPI #eventmarketing

14-Nov-12 17:45 | slee_CTSMCMECMP



Getting set to hit the exhibit floor at #bizbash to see what's new from close to 50 exhibitors #expochat #eventprofs #eventmarketing #MPI

14-Nov-12 17:50 | slee_CTSMCMECMP



Don't forget: #ExpoChat we're giving you the floor with "Burning Questions" <http://t.co/B908u1MY> TODAY noon PT, 3 ET

14-Nov-12 18:43 | stephselesnick



3 Things You Should Know About Event Technology. <http://t.co/3JqQJbrL> #eventprofs #expochat #events #Tradeshow

14-Nov-12 18:50 | BlazerUSA



If you've not seen Monty Python and the Holy Grail...then what's your favorite color? #expochat

14-Nov-12 20:01 | tracibrowne



@tracibrowne orange :-)
#expochat

14-Nov-12 20:02 | eventsense



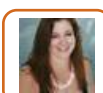
@tracibrowne I'm Dana, supplier, exhibitor, event organizer, hybrids, etc... & I've seen MPHG at least 5 times.
#expochat

14-Nov-12 20:02 | theexpogroup



I'm Traci, your moderator today, I write for and about shows and I've seen it at least 2 dozen times...& favorite color is orange #expochat

14-Nov-12 20:03 | tracibrowne



Hi @tracibrowne - Steph here! favorite color is blue, but one wafer thin mint works for me.that was from the Holy Grail right? #expochat

14-Nov-12 20:03 | stephselesnick



@eventsense and who is this at Event Sense? #expochat

14-Nov-12 20:04 | tracibrowne



I create content for the tradeshow industry. I have only seen Spamalot (the play). My favorite color is green.
#expochat

14-Nov-12 20:04 | michellebruno



Hi, Janice here! I never saw MPHG...am I missing something? #expochat

14-Nov-12 20:04 | trade_show_help



I'm scared to admit that I haven't seen Monty Python and the Holy Grail.....but my favorite color is blue! :-)
#expochat

14-Nov-12 20:04 | ScartissiTweets



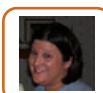
@tracibrowne Also I somehow have the Holy Grail soundtrack on my itunes which makes "Random" even more random #expochat

14-Nov-12 20:04 | theexpogroup



Rachel, event marketer and antique hunter, and loves the orange color :-)
#expochat

14-Nov-12 20:04 | eventsense



I'm also the trade show manager for a medical company..... #expochat

14-Nov-12 20:05 | ScartissiTweets



@stephselesnick I don't think so Steph but that was a great scene! #expochat

14-Nov-12 20:05 | tracibrowne



@michellebruno That was nice what you said about @joycemckee on today's #TSNNwebinar #expochat

14-Nov-12 20:05 | theexpogroup



I think we have a few people who will be watching a certain movie this weekend ;-)
#expochat

14-Nov-12 20:06 | tracibrowne



Yes @michellebruno, great webinar #expochat

14-Nov-12 20:07 | JOEury



RT @theexpogroup: Many of you #ExpoChatters have asked about @JoyceMcKee She had a severe stroke so please pray for her! #expochat

14-Nov-12 20:07 | tracibrowne



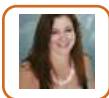
I'm Marlys - an exhibit mktg. consultant - I've never seen that movie. #expochat

14-Nov-12 20:07 | ImageSpecialist



and I have never watched either movies :-(#expochat

14-Nov-12 20:07 | eventsense



Oh no! RT @theexpogroup: Many of you #ExpoChatters have asked about @JoyceMcKee She had a severe stroke so please pray for her! #expochat

14-Nov-12 20:07 | stephselesnick



@theexpogroup prayers are definitely coming. Pls let us all know how we can help her & her sweet dog #expochat

14-Nov-12 20:08 | trade_show_help



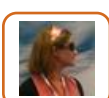
She is taking only baby steps to recovery in the past 10 days. Her sister will update soon on where we can send cards. #expochat

14-Nov-12 20:08 | theexpogroup



@trade_show_help Thank you! Her sweet dog Ember is with a couple of @JoyceMcKee's fellow golden-doodle lovers. #expochat

14-Nov-12 20:09 | theexpogroup



Ok, today is your chance to ask your burning questions...got something you need help with...ask away! #expochat

14-Nov-12 20:10 | tracibrowne



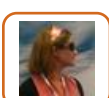
I've got a question to get us started coming up, then start jumping in... #expochat

14-Nov-12 20:11 | tracibrowne



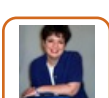
@tracibrowne I'm still thinking about content marketing after that #juntajoe webinar. Wondering if other chatters are doing it #expochat

14-Nov-12 20:11 | theexpogroup



Q1 "We are launching a new show. What can we offer a media partner that wld make them want 2 join w/us to reach their audience?" #expochat

14-Nov-12 20:11 | tracibrowne



Thanks for the update @theexpogroup - just heard about Joyce today & will keep her in my prayers! #expochat

14-Nov-12 20:12 | ImageSpecialist



Register for the San Francisco workshop and #EDPA roadshow here - <http://t.co/oSqxzBU1> #expochat #events #tradeshows

14-Nov-12 20:12 | EDPA_NCal



@theexpogroup got it...that will be next question... #expochat

14-Nov-12 20:12 | tracibrowne



A1 and if they can use the content in their publications as well... #expochat

14-Nov-12 20:15 | JOEury



@michellebruno I'm also guessing a chance at getting new advertisers as well (your exhibitors) #expochat

14-Nov-12 20:15 | tracibrowne



A1 so the trade show organizer has to think about what they can offer that is unique and appealing to both audiences. #expochat

14-Nov-12 20:16 | michellebruno



someone was paying attention today ;-) RT @JOEury: A1 and if they can use the content in their publications as well... #expochat

14-Nov-12 20:16 | tracibrowne



@michellebruno A1 Also talk about tangibility of a live event (esp if an online pub). So readers know who's behind curtain #expochat

14-Nov-12 20:16 | theexpogroup



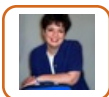
never thought of that RT @theexpogroup: As a show org, pushed to media partners opp for focus groups...readership #expochat

14-Nov-12 20:16 | tracibrowne



smart! theexpogroup @michellebruno A1 Alsoabout tangibility a live event (esp if an online pub). readers know who's behind curtain #expochat

14-Nov-12 20:18 | JOEury



A1 Promote the aspect of bringing their publication to life in F2F arena: ask-the-experts, etc. #expochat

14-Nov-12 20:18 | ImageSpecialist



So ideas - more subscribers, more advertisers, meet the media, focus groups, content source, unique offers to audience #expochat

14-Nov-12 20:18 | tracibrowne



Good!RT @ImageSpecialist: A1 Promote the aspect of bringing their publication to life in F2F arena: ask-the-experts, etc. #expochat

14-Nov-12 20:18 | trade_show_help



@tracibrowne This Q takes me down memory lane, part of 1st role here was media sponsorships, lots of banner ad trading then #expochat

14-Nov-12 20:19 | theexpogroup



A1. Also ask them to help with seminars/workshops/speakers #expochat

14-Nov-12 20:19 | stephselesnick



nice...more exposure for their columnists RT @ImageSpecialist: A1 bringing their publication to life - ask-the-experts, etc. #expochat

14-Nov-12 20:19 | tracibrowne



True! RT @michellebruno: A1 show organizer has to think about what they can offer that's unique & appealing to both audiences #expochat

14-Nov-12 20:19 | ImageSpecialist



@tracibrowne Q1 trouble events have now if identifying who is Media. Might be better with Influencer list like @juntajoe suggests #expochat

14-Nov-12 20:20 | theexpogroup



@tracibrowne Q2 I was on the #tsnnwebinar -- would never miss opp to win an ipad from @michellebruno #expochat

14-Nov-12 20:22 | theexpogroup



@michellebruno What???? Actually ask the potential partner??? But don't we always know better ;-) #expochat

14-Nov-12 20:22 | tracibrowne



Do u know Strategic Partners' goals? RT @michellebruno: A1 What about asking media partner what they want? Maybe...better ideas. #expochat

14-Nov-12 20:22 | theexpogroup



I waited until you guys hung up before I gave away the iPad and Surface tablets. #expochat

14-Nov-12 20:23 | michellebruno



she was giving away an iPad? RT @theexpogroup: Q2 I was -- would never miss opp to win an ipad from @michellebruno #expochat

14-Nov-12 20:23 | tracibrowne



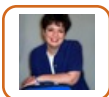
A2 Couldn't join today's webinar live but am looking forward to replay! #expochat

14-Nov-12 20:23 | ImageSpecialist



I was on the webinar, it was great! #expochat

14-Nov-12 20:24 | JOEury



Smart! RT @michellebruno: A1 What about asking media partner what they might want? Maybe they have some better ideas. #expochat

14-Nov-12 20:24 | ImageSpecialist



I have a question that I asked and am still torn/stumped by...can the moderator ask a question? Is that allowed? #expochat

14-Nov-12 20:24 | tracibrowne



So what about using more content marketing in the trade show industry? #expochat

14-Nov-12 20:24 | michellebruno



@michellebruno what about what about it? Why aren't shows making more content available outside the show? #expochat

14-Nov-12 20:26 | tracibrowne



what? RT @tracibrowne: I have a question that I asked and am still torn/stumped by...can the moderator ask a question? #expochat

14-Nov-12 20:26 | michellebruno



YES. ABSOLUTELY. They should as part of their job. RT @tracibrowne: can the moderator ask a question? Is that allowed? #expochat

14-Nov-12 20:26 | stephselesnick



@michellebruno I got your content marketing right here <http://t.co/BJxkPimR> (along with reg mktg!) #expochat

14-Nov-12 20:27 | theexpogroup



Some are starting to. RT @tracibrowne: @michellebruno Why arent shows making more content available outside the show? #expochat

14-Nov-12 20:27 | stephselesnick



@michellebruno A2 I wonder if it's not a perceived resource issue...and I do mean perceived not actual. #expochat

14-Nov-12 20:28 | tracibrowne



Not all content is content marketing. #expochat

14-Nov-12 20:29 | theexpogroup



Except @mapyourshow most exhibitors think of "content" as promotion and I say/@juntajoe says it is NOT. #expochat

14-Nov-12 20:29 | michellebruno



A2 The event has a ton of content...they R just not getting it out there...to focused on membership numbers maybe? (associations) #expochat

14-Nov-12 20:29 | tracibrowne



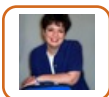
precisely RT @theexpogroup: @michellebruno Show orgs must think like publishers. Put out content that doesnt benefit themselves #expochat

14-Nov-12 20:30 | michellebruno



maybe RT @tracibrowne: @michellebruno A2 I wonder if its not a perceived resource issue...and I do mean perceived not actual. #expochat

14-Nov-12 20:30 | michellebruno



Having a blog & FB page for the show would be an easy place to start w/ content mktg. #expochat

14-Nov-12 20:30 | ImageSpecialist



Agree RT michellebruno ... most exhibitors think of "content" as promotion and I say/@juntajoe says it is NOT. #expochat

14-Nov-12 20:30 | theexpogroup



When I asked exhibitors for content all I got were ads or advertorials...they didn't get it #expochat

14-Nov-12 20:31 | tracibrowne



Sometimes it's hard to get the content out of exhibitors #expochat

14-Nov-12 20:31 | JOEury



A2 I think they think of the content as a commodity that has to be purchased otherwise why do it. #expochat

14-Nov-12 20:31 | michellebruno



sometimes it's hard to get a logo! RT @JOEury: Sometimes its hard to get the content out of exhibitors #expochat

14-Nov-12 20:31 | tracibrowne



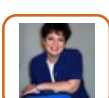
EXACTLY @tracibrowne When I asked exhibitors for content all I got were ads or advertorials...they didn't get it #expochat

14-Nov-12 20:31 | JOEury



why not get the advertorials and edit the crap out of them? RT @JOEury: Sometimes its hard to get the content out of exhibitors #expochat

14-Nov-12 20:31 | michellebruno



Yes! RT @theexpogroup: @michellebruno Show orgs must think like publishers & put out content that benefits constituents #expochat

14-Nov-12 20:31 | ImageSpecialist



RT @trade_show_help: providing good content must align with good research and benefit others, then others promote you. #expochat

14-Nov-12 20:33 | theexpogroup



Sad, but true - they just don't get it! RT @joeury: Sometimes it's hard to get the content out of exhibitors #expochat

14-Nov-12 20:33 | ImageSpecialist



Maybe we need the research that says content (vs. a print ad) will yield X amount of return. #expochat

14-Nov-12 20:34 | michellebruno



@JOEury but is your value proposition when asking for content from exhibitors? #Expochat

14-Nov-12 20:34 | slee_CTSMCMECMP



baby steps? RT @JOEury: I think it is a real resource issue...it can take a lot of time to beg exhibitors for content #expochat

14-Nov-12 20:34 | michellebruno



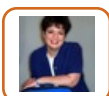
Yes RT @joeury: I think it is a real resource issue...it can take a lot of time to beg exhibitors for content, edit/get approval #expochat

14-Nov-12 20:35 | MapYourShow



Problem with getting content from exhibitors is show does not have the right contact...exhibit manager not the right person #expochat

14-Nov-12 20:35 | tracibrowne



@theexpogroup Of course strategy must come first! But too many shows aren't even using these basic communication tools #expochat

14-Nov-12 20:35 | ImageSpecialist



Has anyone had freelance writers do interviews with exhibitors on their expertise to generate articles? #expochat

14-Nov-12 20:36 | meetingchange



exposure to a different (larger) audience than those at the show RT @slee_CTSMCMECMP: @JOEury but is your value proposition? #expochat

14-Nov-12 20:36 | michellebruno



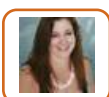
But...If you have one or two exhibitors who do get it post the crap out of their stuff...that will get others on board. #expochat

14-Nov-12 20:36 | tracibrowne



I think it's a great idea-i've already pinged out web guy to find out how to integrate a specific show blog onto our show site #expochat

14-Nov-12 20:36 | JOEury



Good idea! RT @meetingchange: Has anyone had freelance writers do interviews w/exhibs on their expertise to generate articles? #expochat

14-Nov-12 20:37 | stephselesnick



@tracibrowne Disagree. You need a person to be the gatekeeper. If you go around an exhibit mgr, you might lose the trust. #Expochat

14-Nov-12 20:37 | slee_CTSMCMECMP



@tracibrowne As an exhibitor why give you content if I don't think you're using it appropriately? Not a sheep. #expochat

14-Nov-12 20:37 | theexpogroup



@michellebruno if that is the case, I would send you my standard ad. If you were to send my content to agreed influencers, I'm in. #Expochat

14-Nov-12 20:39 | slee_CTSMCMECMP



@theexpogroup I was thinking more educational stuff or how to's not product or Q&A content...and just using them as one source #expochat

14-Nov-12 20:40 | tracibrowne



@theexpogroup. All exhibitors are SMEs. Treat them as such. Don't just do a Q & A about their product. #expochat

14-Nov-12 20:40 | michellebruno



What about asking about new trends? other stuff? @theexpogroup: @tracibrowne Wheres the beef?! Who cares about exhib Q&A articles. #expochat

14-Nov-12 20:40 | stephselesnick



Joe talked about getting content out of speakers as well...it's a lot to ask if your speakers are already speaking for free #expochat

14-Nov-12 20:41 | tracibrowne



@slee_CTSMCMECMP: what if I took your ad on widgets and worked with you to turn it into a compelling story? pro editor can do that #expochat

14-Nov-12 20:41 | michellebruno



Shepard is jumping in way late... Here is my question... what is the hot topic? #expochat

14-Nov-12 20:42 | ShepardExpo



yes RT @tracibrowne: @theexpogroup I was thinking more educational stuff or how tos not product or Q&A content... #expochat

14-Nov-12 20:42 | michellebruno



@theexpogroup I see more feature-type or human interest articles vs. mere Q&A: good reporters know H2 draw out juicy stuff! #expochat

14-Nov-12 20:42 | ImageSpecialist



Topic focus is my choice.RT @michellebruno: @theexpogroup. All exhibitors are SMEs. Treat them as such. Dont just do a Q & A... #Expochat

14-Nov-12 20:42 | slee_CTSMCMECMP



not if they want the exposure RT @tracibrowne: Joe talked about getting content out of speakers #expochat

14-Nov-12 20:43 | michellebruno



@ShepardExpo we are discussing the idea of shows being content publishers #expochat

14-Nov-12 20:43 | tracibrowne



@michellebruno would prefer if the article was topic focus on how product/service solves attendees needs. #Expochat

14-Nov-12 20:44 | slee_CTSMCMECMP



It's called free PR. Most speakers will it if it's easy to do. MT @tracibrowne: Joe talked abt getting content out of speakers. #expochat

14-Nov-12 20:44 | stephselesnick



why do you say that? Is it about editorial control? RT @slee_CTSMCMECMP: Topic focus is my choice. #expochat

14-Nov-12 20:44 | michellebruno



Topic focus / solution article are an easier sale to mgt to get buy-in and other internal resources. #Expochat

14-Nov-12 20:46 | slee_CTSMCMECMP



@theexpogroup What kind of meat are you looking for? #expochat

14-Nov-12 20:46 | tracibrowne



why? RT @tracibrowne: I struggle with the whole idea of exposure. Perhaps depends on the audience #expochat

14-Nov-12 20:47 | michellebruno



Sorry had to take a timeout to approve the beautiful lightbulb sourced for our IAEE #expoexpo booth. Love our exhibits team! #expochat

14-Nov-12 20:47 | theexpogroup



@michellebruno Bc rots never present a compelling case for me to submit something or they want to charge \$\$\$ #Expochat

14-Nov-12 20:48 | slee_CTSMCMECMP



@tracibrowne The kind of meat a writer provides, the news, the interesting stuff, not tired old stuff sent in by exhibitors #expochat

14-Nov-12 20:48 | theexpogroup



Joe also talked abt reaching out to key influencers in industry...I think too often shows don't know who they R exp. call 4 papers #expochat

14-Nov-12 20:48 | tracibrowne



#lifeofanexec RT @theexpogroup: Sorry had to take a timeout to approve the beautiful lightbulb sourced for IAEE #expoexpo booth #expochat

14-Nov-12 20:49 | michellebruno



rots? RT @slee_CTSMCMECMP: @michellebruno Bc rots never present a compelling case for me to submit something or they want \$\$\$ #expochat

14-Nov-12 20:50 | michellebruno



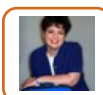
@stephselesnick Love thought leadership articles. If org had the right distribution channel,would jump at the chance. #Expochat

14-Nov-12 20:50 | slee_CTSMCMECMP



@theexpogroup agree...I don't think it's worth it for a show to try to create something out of an exhibitors ad #expochat

14-Nov-12 20:50 | tracibrowne



Putting on my reporter hat: I'd look for what's new or fascinating, then write article on that - not nec. product #expochat

14-Nov-12 20:50 | ImageSpecialist



@michellebruno meant orgs. (darn spell check) #Expochat

14-Nov-12 20:51 | slee_CTSMCMECMP



I'm back - had to take a call... how often should good new content come out? What is the expectation? #expochat

14-Nov-12 20:51 | trade_show_help



RT @ImageSpecialist: Putting on my reporter hat: Id look for whats new or fascinating, then write article on that not nec. product #expochat

14-Nov-12 20:51 | michellebruno



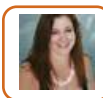
I just worry that content is just one more thing shows and conference will expect/think should be free #expochat

14-Nov-12 20:53 | tracibrowne



Need expected cadence of content, ie weekly, 2x per month RT @trade_show_help: ... how often should good new content come out? #expochat

14-Nov-12 20:53 | theexpogroup



Shoudn't it? RT @tracibrowne: I worry that content is just one more thing shows & conference will expect/think should be free #expochat

14-Nov-12 20:54 | stephselesnick



from whom? RT @tracibrowne: I just worry that content is just one more thing shows and conference will expect/think should be free #expochat

14-Nov-12 20:54 | michellebruno



On scale 1 to 5 (5 being highest), how well do you know the needs of attendees if I ask what topic would be most received? #Expochat

14-Nov-12 20:54 | slee_CTSMCMECMP



not always RT @stephselesnick: Shoudnt it? RT @tracibrowne: ...content is just one more thing shows & conference will expect free #expochat

14-Nov-12 20:55 | tracibrowne



@michellebruno yes. Make it worth our while. #Expochat

14-Nov-12 20:55 | slee_CTSMCMECMP



@theexpogroup Several of us #expochat peeps come from reporter bkgnds, so we see the possibilities for content mktg.

14-Nov-12 20:55 | ImageSpecialist



@michellebruno @tracibrowne I think that's what I'm trying to say. Worth it to give free if right audience/setting. Quid pro quo. #expochat

14-Nov-12 20:55 | theexpogroup



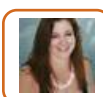
It's the job of orgs to know what attendees needs are or they are in the wrong business @slee_CTSMCMECMP #expochat

14-Nov-12 20:56 | michellebruno



Sorry guys...I just zoned out thinking about free content... #expochat

14-Nov-12 20:57 | tracibrowne



When not? RT @tracibrowne: not always SS: Shoudnt it? RT ..content is just one more thing shows & conference will expect free #expochat

14-Nov-12 20:57 | stephselesnick



@ImageSpecialist Am I being a hardliner on fact exhibs shouldn't give content free if show orgs bastardize to own purpose? #expochat

14-Nov-12 20:57 | theexpogroup



Content really must b relevant & providing free content is expected today - like free wifi #expochat

14-Nov-12 20:58 | trade_show_help



I'm afraid that some shows (not us here) will jump on content bandwagon and not have plan...just post anything and call it content #expochat

14-Nov-12 20:58 | tracibrowne



@theexpogroup I can see both sides, where some1 would find value reaching a wider audience but that's also assuming they can write #expochat

14-Nov-12 20:59 | tracibrowne



already do RT @tracibrowne: Im afraid that some shows (not us here) will jump on content bandwagon and not have plan... #expochat

14-Nov-12 21:00 | michellebruno



@michellebruno totally disenchanted with life now, thanks a lot. ;) "one man's bastardization is another man's spit and polish" #expochat

14-Nov-12 21:00 | theexpogroup



Disagree. Shld be a win-win. RT @theexpogroup: Shld NEVER be free. There must be value 2 the provider of content. Same w/speakers. #expochat

14-Nov-12 21:00 | stephselesnick



@theexpogroup Yes, there's a fine line - must weigh benefits of exposure vs. giving away the farm in free content. #expochat

14-Nov-12 21:00 | ImageSpecialist



Oh shoot...where did the time go? Feel free to keep discussing this... #expochat

14-Nov-12 21:00 | tracibrowne



@tracibrowne Here's a burning question: Why am I so fired up about this today? :) #expochat

14-Nov-12 21:01 | theexpogroup



Hey folks - gotta conference call. Thx everyone! Great chat this week & thx as usual to @tracibrowne for moderating! #expochat

14-Nov-12 21:01 | stephselesnick



@theexpogroup but you are the spit and polish girl, not the bastardizer. #expochat

14-Nov-12 21:01 | michellebruno



@stephselesnick Exactly. "Free" is not a win, implies no value to giver. #expochat

14-Nov-12 21:01 | theexpogroup



RT @theexpogroup: Many of you #ExpoChatters have asked about @JoyceMcKee She had a severe stroke so please pray for her! #expochat

14-Nov-12 21:01 | tracibrowne



@michellebruno I hope no one takes that out of context... #expochat

14-Nov-12 21:02 | theexpogroup



I almost want to storify this one just for that! RT @theexpogroup: @michellebruno I hope no one takes that out of context... #expochat

14-Nov-12 21:02 | tracibrowne



All I'm saying is there's a open door for this industry with content everywhere to harness it for the better and for profit #expochat

14-Nov-12 21:03 | michellebruno



@michellebruno @tracibrowne already took grief for last week's porn and butter #expochat

14-Nov-12 21:03 | theexpogroup



@michellebruno yes @joycemckee is a big fan of @juntajoe and she certainly understands value of good content! #expochat

14-Nov-12 21:05 | theexpogroup



Amen! RT @tracibrowne: If you want real quality content you're probably going to have to pay for it at some point. #expochat

14-Nov-12 21:05 | ImageSpecialist



true that! RT @theexpogroup @michellebruno yes @joycemckee is big fan of @juntajoe & certainly understands value of good content! #expochat

14-Nov-12 21:06 | tracibrowne



Joyce always has great content! RT @michellebruno: @joycemckee wld b so happy we r discussing this. #expochat

14-Nov-12 21:06 | trade_show_help



FYI! No #expochat next week...have a happy Thanksgiving! #expochat

14-Nov-12 21:07 | tracibrowne



Thank you @tracibrowne for moderating a very lively discussion on content marketing today for #expochat

14-Nov-12 21:07 | theexpogroup