

Dallas Trade Show Display Innovator Launches Creative Services Group with Social Media Seminar

Attendees Give High Marks to the Dallas trade show exhibit company for the seminar on Building Your Trade Show and Event Social Media Plan.

February 28, 2011 (FPRC) -- Dallas trade show display and event marketing company, Skyline DFW Exhibits & Events marked the launch of the company's Creative Services group with a Lunch & Learn Seminar featuring tips on integrating social media into exhibit and event marketing plans. Seminar attendees gave the session high marks for delivering solid social media ideas to kick-start their own programs.

The Dallas trade show exhibit company launched DFW Creative Services in response to customer demand for a single source provider for their entire exhibit and event experiences from pre-show, at show, to post show. "A great booth or exhibit is no longer enough and the best exhibitors go beyond the booth walls to create an engaging, relevant experience for the visitor. Our Creative Services team provides clients with the strategies and tools to elevate their show experience," said Jeff Meisner, President of Skyline DFW Exhibits & Events.

The Dallas trade show display company's award-winning Creative Services design team aims to make client's exhibit experience stand out as a "Best in Show." The group provides a full suite of exhibit and event graphic design services including graphic art production, CAD design, as well as logo, collateral and website design. Rounding out the booth experience, the team provides social media and digital marketing services along with promotional items.

"Events are a logical extension of social media, and the social media seminar was the natural choice for launching our Creative Services group. We are very pleased by the attendees' responses," noted Meisner. The response from the seminar attendees reflects a growing interest in integrating social media with trade show displays and event marketing strategies. Comments from attendees include praise from Lisa Vilfordi from Supermedia who wrote, "Great content – the seminar had a great level of beginner content, but not too much that they would lose the interest of more experienced social media professionals." And Gina Mayfield of Statewide Remodeling noted, "This has been very timely. We haven't been taking full advantage of our social media so this has been a great kick start."

Demand for the seminar was so great that the Dallas trade show booth company plans to hold a follow-up seminar on Social Media this fall, where the team plans to showcase several case studies on successful social media integration projects.

About Skyline DFW Exhibits & Events:

Located in the Dallas/Fort Worth metro area, Skyline DFW Exhibits & Events enhances customers' branding, product, messaging, marketing, ROI and overall company performance through the design, creation and delivery of innovative exhibit display products and turnkey services. Customers include: American Airlines, American Eurocopter, Aviall, Baylor Health, Brinks, Chesapeake Energy, Interstate Batteries, SuperMedia and Texas Health Resources.

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