

Webinar Teaches New York Trade Show Managers to Leverage Facebook for Events at 2012 Seminar Series

Skyline New York, a New York trade show exhibits company, acquired 233 fans and live-streamed to 1,000 viewers on Facebook at their January 25, 2012 event. This seminar was first in the 2012 monthly series.

February 6, 2012 (FPRC) -- NEW YORK, NY – Exhibit and event marketers hoping to leverage Facebook attended the first seminar in the 2012 series hosted by trade show display New York company, Skyline New York. The event was attended by 25 trade show managers and almost 1,000 people who watched virtually through LiveStream to Facebook.

Presented by Matt Johnston, Chief Strategy Officer at Kinetic Fin and co-hosted by Frontier Communications, the webinar covered three main areas. First, attendees learned the power of sharing on Facebook. Next, a Case Study was presented, detailing the use of Facebook as an event marketing tool by Skyline New York at the Trade Nassau show in November, 2011.

"We created a perfect Case Study, with no activity before the event and none after. The were clearly tied to a marketing campaign that relied exclusively on Facebook. The strategy included sponsored-story advertising, pre-show emails driving Likes and RSVP's, on-site Facebook check-in, post-show winner announcement on Facebook. In all, almost 900,000 people saw messages about Skyline an average of 3.3 times. Close to 1,700 people saw messages about Skyline that were shared by their friends," said Judy Fairbanks, Vice President of Sales and Marketing at Skyline New York. "The metrics are clear -- Facebook can be a game changer for companies wanting to produce successful events and engage their community."

The third segment of the presentation offered a specific, how-to recipe that companies can use to execute the same proven strategy as shown in the Case Study.

More than just a New York trade show display provider, Skyline also offers New York trade show installation services, which helps companies outside of New York enjoy reliable support and assistance at trade shows in New York in Javits Center, the New York Hilton, the New York Sheraton and other trade show venues in New York City.

"Trade shows are in our DNA – we eat, sleep and dream about them. Connecting buyers and sellers at face-to-face events is still the very best way to reduce the cost of sales, increase the pipeline of qualified prospects, announce new products and stay ahead of the competition. If you're interested in using social media to improve your customer's trade show experience, attend one of our seminars, or catch it live on our Facebook page. If the time is not right to produce an entirely new display, we can update an existing design with just a few small changes. We love to provide strategic coaching to our customers and help in any way that we can," said Fairbanks.

To sign up for 'How To Use Facebook To Promote Trade Shows and Events,' visit Skyline New York's Facebook page at <http://www.facebook.com/SkylineNewYorkExhibits?sk=wall>.

About Skyline New York:

Skyline New York is the New York trade show booths branch of Skyline Exhibits -- a leading

provider of trade show displays in New York. Skyline New York offers a trade show display in New York to match any size and budget, ranging from tabletop displays and portable displays to modular inline exhibits and large-scale island exhibits. Skyline New York makes 19 different exhibit systems, including pop ups, banner stands, panel systems, fabric structures, truss and other structural, custom modular exhibit systems.

Contact Information

For more information contact Judy Fairbanks of Skyline New York (<http://www.skylinenewyork.com/>) 631-870-5905

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