

## Social Media Integration

Convention Data Services gives you access to huge social media audiences using powerful integrations with the internet's biggest social media sites—LinkedIn, Facebook and Twitter.

New prospects are told about your event and invited to register from friends, colleagues and trusted contacts. This is an untapped market alerted to your event by people whose recommendations they seek out and trust. Finally, there is a solution that translates social media traffic into increased event attendance.

CDS' social media package is comprehensive and includes integrations in registration, email confirmations and both attendee and exhibitor resource centers.

To make sure your social media efforts are successful, CDS includes its proprietary Social Media Handbook with step-by-step instructions for applying social media to your event.



### LinkedIn

As the only LinkedIn beta developer in the event industry, CDS pioneered the integration of the LinkedIn community with registration. Now that LinkedIn has made their code available to the public, CDS is ready to integrate your event with this massive social media community—TODAY.

The LinkedIn integration allows registrants to post a status that promotes your event and includes a link to registration. They can also select people from their contact list and send a custom message through LinkedIn inviting them to attend. These qualified prospects receive a personalized invitation from someone they know that includes a single click call to action.

### Facebook



Facebook has over 250 million\* users and the 30-45 age group is their fastest growing segment. CDS' Facebook integration allows registrants to post updates on their wall and distribute word of their registration through automatic news feeds.

\*As of July 15, 2009

### Twitter



Twitter's use at tradeshow and conferences is growing quickly due to its ease-of-use and ability to allow everyone to network freely. Twitter posts can alert a registrant's followers or, using hash tag conversations, reach any Twitter user interested in your event.

### Tracking Results

To see how your social media efforts are paying off, CDS provides 24/7 reporting on all activity including:

- A count and list of people who accessed each social media site
- Who sent invitations through LinkedIn
- How many people EACH user invited
- How many people posted a status, wall update and/or tweet