

# Save the Date

## MPI-CAC Educational Technology Conference 2011 Friday, January 21, 2011

Meeting planners, wonder what's new and different in the world of technology? Do you have questions that need to be answered about meeting industry technology? Suppliers, are you looking for that competitive edge? Then don't miss this opportunity to get your questions answered, enhance your expertise and learn about technology in the meetings industry—both in and out of the conference room.

- Touch and feel meeting industry technology
- Learn about emerging technology for the industry
- Get answers to your technology questions in panel discussions
- Planners or suppliers—from beginner to advanced—TechCon 2011 has something for you!

Join Meeting Professionals International Chicago Area Chapter for a half-day meeting technology conference on Friday, January 21, 7:00 am - 2:00 pm, at the Hilton Rosemont Chicago O'Hare. This inaugural event will cover topics such as hybrid meetings, audiovisual, online registration, mobile apps, Internet marketing and social media. Hands-on learning labs and touch stations will enhance learning experiences, offering an interactive approach to this educational opportunity.

Mark your calendars and watch for a "tweet" or Facebook post for further details on how to register for a great day of education and networking!



## FreeSource: Your Source for Free Education

By Megan  
Frohlich

Peerless Industries

With tighter budgets and consumers' addictions to technology, many people are marketing events virtually instead of the traditional print advertising and direct mail campaigns. Whether you're new to the digital world or looking to improve your skills, here are a few sites that can help.

### Become a Better E-Mail Marketer

Blue Sky Factory offers free on-demand webinars and whitepapers on topics from E-Mail Marketing 101 to Calculating Your Marketing ROI. The page is updated at least once a month, so be sure to check back often for fresh ideas.

<http://www.blueskyfactory.com/why-blue-sky-factory/webinars-and-whitepapers/>

### Consolidate Your Social Media Efforts

Many have started using Facebook, Twitter and other social media outlets to promote events; but did you know there's an easy way to manage all of them at once? This

innovative site, [www.hootsuite.com](http://www.hootsuite.com), offers a one-stop shop for your social media needs. HootSuite allows users to write a single update for multiple outlets and schedule a future time to send it. Set up a week's worth of messages on Monday and don't worry about it again until the next week! Best of all, this tool allows users to get valuable statistics on updates, number of clicks, others who sent out your update, and more!

### Still a Little Lost with All This New Lingo?

Check out this blog entry, "The Ultimate Glossary: 101 Social Media Marketing Terms Explained," on the Hubspot Internet Marketing blog. It covers everything from blogs to hashtags.

<http://blog.hubspot.com/blog/tabid/6307/bid/6126/The-Ultimate-Glossary-101-Social-Media-Marketing-Terms-Explained.aspx>