

Social Media Marketing Can Substantially Increase Attendance for Meeting Event Planning.

Head of Social Media Marketing Company to Detail how Meeting Planners Can Tap Into the Power of Social Media Marketing at North Central Florida Meeting Planners' Expo in March

Gainesville, FL -- Meeting planners take note: social media marketing works for your events. [One museum in Kansas City sold 80,000 tickets](#) in three months to a new exhibit using Twitter, Facebook and other social media venues. Imagine having been the meeting or event manager for **that** opening -- kudos and praise for you!

Now, with the help of WebTalent SEO, you can learn how to harness the power of social media marketing to promote your meetings and events.

Oliver Feakins, CEO of the social media marketing company WebTalent, will be speaking on social media marketing techniques and strategies March 2, 2010 at the 11th Annual North Central Florida Meeting Planners' Expo at the Reitz Union on the University of Florida Campus in Gainesville.

Feakins will present specific social media marketing techniques that meeting managers will be able to use immediately to market and advertise events and meetings.

"People come to meetings to learn, but they also attend to become part of a community," Feakins says. "Marketing using blogs, Facebook, Twitter and other social media tools is an extension of that community. Help your prospective attendees feel they already are a member of your event's community by using social media marketing and you have a great chance to increase attendance exponentially."

"It is essential for both meeting attendance and membership retention to connect with Baby Boomers, Generation Xers, and Millennials. One way to do that is through online marketing using social media. Each generation has its own way of communicating. Planners would benefit by using various forms of social media in order to appeal to everyone," says Jackie Cassarly, a certified meeting planner from The PLANNING CONNECTION, INC.

Feakins will present the social media marketing seminar from 1-2:30 p.m. during the expo.

WebTalentSEO is a full-service SEO Company and social media agency located in Lancaster, PA. The company works with companies nationwide and regionally. Its executives speak frequently about the Internet marketing at trade shows and universities nationwide. To learn more about how the company can grow your business, visit www.webtalentseo.com, or call Oliver Feakins toll-free at 877-496-3327.