

## New Future Show Concept Launched At Doral Arrowwood

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May 2010 - Rye Brook, NY - A new breed of collaborative trade show and conference is being launched at the Enterprise Engagement Alliance Networking Expo & Conference, June 3-4 at the Doral Arrowwood in Rye Brook, NY.

The “Future Show” concept is unique in the way it integrates social networking, audience polling, a collaborative education process, a new “Conversation Center” format designed to replace the traditional exhibit concept, and a year-round process for sharing program results.

This event is expected to bring in executives from companies throughout the U.S.

The Enterprise Engagement Alliance (EEA) is a coalition of leading organizations dedicated to promoting and expanding the field of enterprise engagement in **business**, an approach to achieving financial results through a strategic focus on people across the organization. The Expo & Conference is designed to help give the audience the knowledge and tools to improve sales or organizational performance through engagement. Conference speakers and exhibitors will address every key element of engaging customers, channel partners, salespeople, employees and vendors, as well as measuring return on investment

Westchester was selected for its location near New York City, the proximity for Fortune 1,000 companies, and because of the Doral’s excellent conference center facilities making it ideal for the concept.

### A Focus on Social-Networking and Collaboration

The social-networking and polling elements are intended to anticipate audience interests and concerns through an innovative contest. The contest will offer free **conference** passes to people who contribute meaningful blog posts and questions and raise issues related to engagement in advance of the event. According to Paul Hebert, Social Media Editor for the EEA, “the process has already surfaced some important issues on content that the **conference planners** hadn’t anticipated, and we’ve only just begun our effort to gather that input.” For a month before the event, the EEA will use the polling technology of PollStream to ask questions about key issues related to engagement in order to provide additional information on current business practices.

The collaborative learning element is incorporated into the Conference’s education sessions, each of which is followed by an optional one-hour roundtable discussion between speakers and attendees who want to delve deeper into the subject. “At every good education session there’s a

group of attendees who want to spend more time talking with each other and the speakers, but who end up being asked to leave to make way for the next session” says Bruce Bolger, Conference Program Chairman. “We’re allowing time for people to ask their questions and to get answers from expert speakers and colleagues.”

### The “Conversation Center” Concept

Instead of a traditional Exhibit Hall, the Expo features “Conversation Centers” consisting of group seating, Internet access and signage. The Centers are separated from one another by a unique translucent barrier provided by the FutureShow, a product of the Hughes Group. “The Future Show concept is a new way to get face-to-face with customers that’s more economical than the traditional sales trip,” says FutureShow and Hughes Group Founder and President Robert Hughes. “By offering sponsors a semi-private place to meet with customers, along with interesting learning and networking opportunities for all, the FutureShow becomes a way to see 15 to 30 customers in two days instead of two weeks, and to talk about the big picture and specific business needs.”

“The key to a conference about engagement is our ability to engage with the attendees and sponsors; we’re enjoying the challenges involved with creating a very special type of personal experience for everyone,” adds Sandra Daniel, President of FIRE Light Group, which is handling logistics for the Conference.

In order to extend the value of the event over a full year, [industry](#) bloggers, writers and editors will attend all of the sessions and encapsulate the results on the event’s website and on the EnterpriseEngagement.org portal. The website and portal will also feature a Directory of all of suppliers at the Expo.

### The Perfect Venue

The Doral Arrowwood was specifically chosen because of its ability to create an intimate, one-on-one environment for serious [business discussion](#). “We think that as trade shows shift from the old concept of large exhibits and expensive drayage toward the opportunity to cost-effectively get face-to-face with customers to talk [business](#), properties like the Doral Arrowwood have the opportunity to serve an entirely new kind of business,” says Steve Mabus, General Manager of Doral Arrowwood Hotel & Conference Center.

For more information on Enterprise Engagement Alliance Networking Expo & Conference, please go to [www.eeaexpo.org](http://www.eeaexpo.org) or call 914-591-7600, ext. 230.