

Action Item: Create connections using new digital tools like smartphone booking, Facebook scheduling and others.

Session: Entrepreneurial Brand Building

Speaker: Porter Gale

“**P**orter’s presentation focused on changes in the digital landscape. I found it a valuable reminder that while our industry depends on intimate face-to-face interaction, there’s an opportunity to create a meaningful impact and connection through sophisticated digital communication.

The week following the ISPA Conference, I sat down with a client to discuss smartphone booking, scheduling from Facebook, innovative events to originate from our client’s social media site and the practice of ‘fighting mediocrity’ which is my favorite takeaway from Gale’s presentation.”



Janna Auger
Senior Consultant ■ Under a Tree
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SMART TIP



According to Gale, it is important to regularly and consistently keep track of

your social media activities and use it like a learning channel for your brand. With customers now able to give immediate feedback through Twitter or Facebook, you can use tweets and posts almost like a research tool or a real-time focus group.

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