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### **CONVENTION DATA SERVICES DEVELOPS SOCIAL MEDIA PACKAGE FOR CLIENTS**

**(Bourne, MA – December 2009).** Convention Data Services (CDS) has developed and launched a social media package for their clients that includes an integration with LinkedIn, Facebook and Twitter. As an accompaniment, the company also provides its clients with a copy of its proprietary Social Media Handbook that includes extensive research into the various types of social media available and a step-by-step roadmap to assist show managers.

The new social media integration is available to attendees and exhibitors during the registration process in the CDS X•Press registration system. The program allows registrants the opportunity to post a status to their LinkedIn, Facebook or Twitter pages and additionally, selectively invite their LinkedIn contacts to the event using a customized message. A link is presented to the attendee on the confirmation page in order to avoid any interruption of the registration process. There is also a link available from the email confirmation and the attendee and exhibitor portals.

After clicking the link to start the process, a new browser window opens that contains the selected social media login page. Attendees login using their current credentials and the browser window refreshes with their options. In the case of Facebook and Twitter, attendees can post an update to their status and announce their registration for the current event. With LinkedIn, the browser window refreshes with two available options. Attendees can post their event registration status and invite selected contacts to register for the event as well.

The various social media options are an effective tool for building the event community and extending registration to a new group of potential attendees who may not have otherwise known about the event. Receiving the recommendation from a colleague, friend or trusted source greatly increases the effectiveness of the call to action.

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**Pg/2**

For over two decades, Convention Data Services has been providing state-of-the-art registration, database management, exhibitor lead retrieval services and event marketing to the tradeshow industry, serving the needs of businesses and non-profit associations nationwide. For the 2<sup>nd</sup> year in a row, the company was recently named to the Inc 5000 list of fastest-growing private companies in the country.

For further information regarding Convention Data Services, and the Social Media Handbook and integrations, contact Nate Knight, [nknight@cdsreg.com](mailto:nknight@cdsreg.com), 508.247.7250 or visit the company's website: [www.cdsreg.com](http://www.cdsreg.com).

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