

Skyline Exhibits Hosts Webinar September 14, 2016 about Promoting Trade Shows Via Social Media

The webinar will reveal how social media can be used to draw more attendees to a company's trade show booth or business event.

ST. PAUL, MN, USA, August 19, 2016 /EINPresswire.com/ -- On September 14, 2016, [Skyline Exhibits](#) will host a free webinar for anyone who wants to learn more about using social media to increase their Return On Investment (ROI) for trade shows and events.



While some in the [trade show marketing](#) industry believe social media is a threat to live face-to-face events, Skyline Exhibits is using its next webinar to show marketers how to use social media to promote their presence and draw more visitors to their booth.

The webinar is free, and there are two sessions to choose from: 11:00 AM CDT or 1:00 PM CDT on Wednesday, September 14, 2016. It will include a 20 minute presentation and a 10 minute question and answer session.

Attendees will learn:

- Which social media websites to use first
- What content works best in social media
- Examples of pre-show, at-show, and post-show promotions on social media websites

"Social media is a great tool to promote trade shows and business events so, as marketers, we have to embrace this platform and learn how to use it to our advantage." Said Sofia Troutman, Customer Engagement and Industry Relations Manager, Skyline Exhibits (www.skyline.com). "While there are some who fear that social media poses a threat to the personal interaction that occurs on the show floor, the two can coexist. Social media can actually be used to draw more traffic to your booth when incorporated into your overall trade show marketing strategy, and Skyline can show you how to do it."

The webinar will be hosted by Kayla Goeman, Marketing & Social Media Specialist at Skyline Exhibits and Sofia Troutman, Customer Engagement & Industry Relations Manager at Skyline Exhibits.

Skyline offers [free monthly webinars](#) on various topics relating to trade shows and events. Live local Seminars are also hosted at various dealer office locations. Upcoming seminars in September include; Advanced Exhibiting Workshop – Trends and Challenges in Columbus, Ohio, and Eagan, Minnesota, and Build an Experience That Generates More Qualified Leads in High Point, North Carolina.

To learn more about this webinar and to register for either session, visit

<http://www.skyline.com/blog/category/webinars-and-seminars/posts/september-webinar-social-media-for-trade-show-promotions>

About Skyline Exhibits: Skyline Exhibits is North America's leading provider of trade show exhibits and portable display systems, offering high-quality products and services to meet the marketing needs of any business. Skyline Exhibits offers everything from complex island exhibits to simple but effective banner stands, and is the exclusive home of the innovative Skyline WindScape® brand. For more information about all of the display solutions offered by Skyline Exhibits, visit www.skyline.com to request a free brochure.

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