



Integrated Show Management & Marketing

Executive Consulting

Since 1999, Integrated Show Management & Marketing (ISM) has provided executive consulting to assist organizations in improving the value of their exhibitions and conventions. Sam Lippman's unique expertise and philosophy are the reasons ISM produces results.

Expertise

Sam Lippman, president and founder, has 34 years of hands-on experience producing exhibitions and conventions. In addition to producing the Exhibition and Convention Executives Forum (ECEEF), the Large Show Roundtable (LSR) and the Attendee Acquisition Roundtable (ASR), and before founding ISM, he produced CES, GRAPH EXPO, PRINT and the National Computer Conference. Sam knows and understands the workings of the industry inside and out.

Philosophy

Sam's background in the events industry has formed his philosophy. He believes that the achievement of your goals depends on collaboration and that collaboration knows no boundaries. Sam is skilled in communicating clearly, openly and productively with every player in the supply chain, from the union laborer to the chairman of the board.



"Working with Sam on our Strategic Planning meeting was such a positive experience for staff and volunteers we brought him back!"

Sherry Romello
Vice President
NACS



"Sam's industry knowledge and facilitation skills kept our Customer Advisory Group meetings productive, on target and on schedule."

Milt Herbert
Executive Director
Boston Convention Marketing Center



"Sam's analysis of our show's competitive position and his Board presentation was so compelling that our strategic plan sold itself."

George Rice
Executive Director
APCO International



Services

ISM provides three distinct services:

- 1. Group Facilitation.** Whether the purpose is brainstorming, issues resolution, research or education, Sam drives equal involvement by all participants; identifies goals and objectives; sorts out key issues from the rest; validates assumptions and perceptions; and seeks consensus.
- 2. Strategic Planning.** Sam identifies and illuminates the path for your events. Starting from your self-diagnosis, he probes your situation in depth and searches out every option before making a recommendation.
- 3. Situation Assessment.** Sam brings neutrality and a fresh pair of eyes to complex management issues. He will isolate the challenges and explain how to deal with them in ways that minimize the impact on your business. He is candid, discreet and trustworthy.



Results

This is Sam's guarantee: when you engage ISM, you hire an experienced consultant who works against specific objectives and with clearly established outcomes and timing, all designed to contribute to your organization's goals and wellbeing.

Sam is ready to work with dedicated executives who want to make a difference in their organizations.



EXHIBITION & CONVENTION EXECUTIVES FORUM

Exhibition & Convention Executives Forum

ECEF is the world's only one day conference where business media and association executives share success strategies to increase revenue and keep events relevant.

www.eceforum.com



Large Show Roundtable

LSR is a closed-door, facilitated discussion exclusively for decision-makers of large shows (125,000 net square feet and larger).

www.largeshowroundtable.com



Attendee Acquisition Roundtable

AAR convenes event marketers and subject matter experts to exchange best practices on identifying, attracting and retaining attendees.

www.largeshowroundtable.com/aar

ISM events are invitation-only. Space is limited and available on a first-come, first-served basis.