



**ROGERS**  
WORLDWIDE

# GLOBAL VIEW

## Notes



## Social Media and International Exhibition Logistics

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reverse logistics, customs brokerage, trade compliance, freight forwarding, retail logistics, LTL, 3PL, multi-carrier systems, etc. The International Association for Exhibition Logistics (IELA) has its own community at <http://opsclub.ning.com/> to share photos, find partners and chat about freight operations.

### Blogs

Blogs are a great resource for staying up to date with the regulations and procedures that affect international exhibition logistics. *The Customs and International Trade Law blog* at <http://www.customsandinternationaltradelaw.com> offers readers a behind the scenes look at customs, trade, and international commerce. Several blogs written by customs attorneys such as Lawrence Friedman (<http://customslaw.blogspot.com/>), detail the specifics of customs regulations. The “10+2” Initiative requiring importers to file an Importer Security Filing (ISF) for every ocean freight shipment has its own blog at <http://10plus2forum.wordpress.com/>.

### Twitter

Twitter is a fast way to give and get information on specific subjects. U.S. Customs and Border Protection (CBP) (<http://twitter.com/customsborder>) tweets about border security, new procedures, Secretary Napolitano, visa waivers, the new CBP Commissioner Alan Bersin, and more. The leading publication on international trade, *The Journal of Commerce*, tweets updates ([http://twitter.com/JOC\\_Updates](http://twitter.com/JOC_Updates)) on air, sea, rail, truck transportation, and customs updates.

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**S**ocial media engagement in the international exhibition logistics industry is increasing. Networking platforms such as Facebook, LinkedIn, and Ning are the new “water coolers” where people can share ideas, solve problems and look for business partners. Blogging and micro-blogging tools such as Blogspot, Wordpress and Twitter are efficient channels for disseminating important information to customers and the public and YouTube is the surprise guest at the “social media for transportation logistics” table.

### LinkedIn

LinkedIn is the top-rated business site for social networking. A recently formed group called *Planes, Trains, Automobiles (and Ocean Vessels)* promises to “bring together industry professionals for networking and discussion of global trade, parcel shipping, multimodal logistics, supply chain systems,

## YouTube

YouTube features videos on international exhibitions, preparing import and export documentation (<http://www.youtube.com/watch?v=LSjKXcUnmRE>), and how customs entries are processed using its automated clearance system (<http://www.youtube.com/watch?v=-DNod7WHBlo>). There are numerous videos on the “10+2” Initiative and ISF filing requirements. Visitors can share videos with colleagues and post comments at the YouTube site.

## Summary

As social media continues to permeate the exhibition industry, members of the logistics community will join the conversation. Event-specific social networking platforms will bring contractors such as freight forwarders/customs brokers into the discussion. Conversations between exhibitors and forwarders will take place on Twitter and important information such as shipping instructions, shipment updates and invoicing will be posted on Facebook fan pages specifically designed for international exhibitors.

**S**o you're still wondering about how to use social media for your international events? Here are some great online resources to get you started. These channels are another way to get information about international shipping and customs out to your exhibitors.



### The Mashable.com Twitter Guide Book

This is a great FAQ style Web resource that helps you get started on Twitter and manage your international community. At the very least, it will teach you all of the important buzz words required for sounding knowledgeable about Twitter.

Send event updates to your exhibitors in their native languages. Create a Twitter hashtag during the event for international exhibitors to use as a “helpline.”

<http://mashable.com/guidebook/twitter/>

### Social Media and Events FREE eBook

This eBook is a thorough overview of social media's impact on the events industry. If you aren't convinced about the value or future of social media in the industry, you will be after reading through this easy-to-read guide.

<http://www.ready2spark.com/2010/01/social-media-events-free-ebook.html>

### eHow's “How to Use Facebook” Video Series

If you are impatient and don't care to read through all of the blog posts and how-to information on Facebook, here is a visual learning tool that can help you get your feet wet. Create a Facebook group just for international exhibitors or buyers and post information exclusively for them.

[http://www.ehow.com/videos-on\\_108\\_use-facebook.html](http://www.ehow.com/videos-on_108_use-facebook.html)

### LinkedIn Webinars

LinkedIn does a good job educating new users through Webinars. Learn the basics or get tips on using groups for sales and marketing. Post articles of interest to international participants such as how to navigate around the city or how to work with labor unions.

[http://learn.linkedin.com/training/?gclid=CPyP\\_aDjmqECFSA5gwodaX8hcA](http://learn.linkedin.com/training/?gclid=CPyP_aDjmqECFSA5gwodaX8hcA)

### How to Upload a Video on YouTube

The YouTube video site (purchased recently by Google) is an excellent training and promotional tool for international events. This blog is a step-by-step tutorial on how to upload a video. You can post “how to exhibit” Webinars that take international exhibitor concerns into account.

<http://www.webvideozone.com/public/308.cfm>

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