

EVENT[®]



MARKETER

December, 2010

LETTER OF REFERENCE RE: Tim Patterson

I am pleased to write this letter of reference for Tim Patterson. Tim was referred to me by a colleague in the exhibit industry as a possible speaker on using social media in the event industry. Following a series of conversations, I invited Tim to present a 45-minute breakout session at ACCESS 2010, the annual conference of the Exhibit Designers and Producers Association (EDPA).

Tim is a knowledgeable social media consultant and VP of Sales and Marketing at Interpretive Exhibits in Salem, OR. He provided a comprehensive, dynamic, multi-media presentation to more than 160 registered conference participants. He 'walked the walk' during his presentation with references to the various social media outlets he's on and the variety of content he's produced over the years.

The conference attendees were somewhat familiar with the capabilities of social networking tools such as Facebook, YouTube, LinkedIn and Twitter. Tim did an excellent job in making these concepts and philosophy clear, as well as offering several real-world examples and case studies of how social media can be used in the event-marketing industry. During his presentation, Tim incorporated the use of an instant-response tool (Opiniator) that allowed participants to answer a survey question and chime in on a trivia question. At the conclusion the audience was invited to evaluate Tim's presentation; 58% of the audience graded the presentation either "Awesome (I learned lots of stuff)" and 42% graded it "Not Bad (some cool things here)." The final choice, at 0%, was "Epic Fail (I knew all of this stuff)."

Tim is also an entertaining and dynamic speaker. I would have no hesitation recommending Tim Patterson as a consultant or speaker for similar conferences or events.



Dan Hanover

Editor & Publisher

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