



CELEBRATING
55 YEARS

nerej

ICSC RECon ups their 2013 social media game

April 25, 2013 - Retail

In prepping for the industry famous, RECon show I was curious how social media is going to play a part at the four day event. Will more exhibitors be using social media? Will they be incorporating it into their booths in some way? Will ICSC be doing the social media pavilion again or is it, "been there, done that?" I was able to interview manager of New Media, Sarah Malcolm to get some further insight.

ICSC is really stepping up their game at RECon and will be huge content curators. Malcolm notes, "Last year was more of the basics; we are now talking about, 'next steps.' There will be two TechLounges - 1.0 for beginners in the North Hall and 2.0 for those more advanced in social media, in the Central Hall."

ICSC is doing something on just about every social media platform. Some items include, Twitter - @ICSC_RECon will retweet what you write when including #RECon13. You can even send tips about the show using #REConTips. ICSC will also be including all show tweets in their blog. Their LinkedIn group will feature attendees' posts about booking meetings and other items. They will be sharing attendees' YouTube videos at the show on their Facebook page (don't do anything questionable, they have 8,741 likes). ICSC is even partnering with NA Properties/Atlantic Station to educate people on the new video platform, Vine (6 second mashed videos). Were you jealous of the bloke sipping coffee (or 5 hour energy) out of the FourSquare Mayor Mug last year? Well, the tradition continues in 2013, Malcolm informs me - so check-in as much as possible and you could be the next ICSC Mayor (and of course that means no one can question what exactly you put in that mug).

For a better show experience, Malcolm mentioned the ICSC app is getting an overhaul and she reminds everyone to, "please be sure to update the app before the show." One of the best functions continues to be attendee and exhibitor lookup which includes photos. She also notes, "LinkedIn, CardMunch and Vine are all great apps to have on hand at the show as well."

Social media and tech goes beyond ICSC at the show, you'll find it integrated into exhibitor marketing and in their booths. Malcolm noted exhibitors last year were video blogging, holding Twitter contests incorporating hashtags and nonprofits, tweeting photos of their buzzing booths and more. Malcolm mentions she expects even more social media involvement from exhibitors at RECon 2013.

Fun fact from Malcolm: In 2014 mobile will overtake desktop.

Diana Podaski is marketing and social media manager for Linear Retail Properties, Burlington, Mass.