

# Attracting Millennials



# Who are Millennials?

- Born between 1982 and 2000
- There are 80 million of them
- Also referred to as Echo Boomers
- Like all generations they have unique habits and tendencies



# What makes them tick?

- Civic minded
- Closer to their parents (1.5 calls daily)
- Trophy generation
- Early adopters and early quitters
- 97% own a PC
- 94% own a cell
- 76% IM



# How do you reach them?

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# Tactics we have employed

- Blogs
- Vlogs
- Viral Video
- Mobile downloads
- Podcasts
- Radio Shows
- Don't forget Twitter, mySpace & Facebook (who could!)



# Blog and blog often

- Say something
- Be honest
- Be genuine
- Give people a reason to visit or make them visit
- Take the heat
- Answer all comments
- Link to others



# Video interactivity

- Everyone consumes videos online (92% of Internet users)
- Where does your audience live
- Borrow an expert and the audience they have
- NYCC:
  - 7 vids, 1.2 million views
  - Vlogs: make it personal. 5 vids, 20,000 views



# NYCC Viral Video



# So what?

- Google = 250 millions questions answered each day. Who used to answer them?
- Facebook = 50 million users. Who used to connect these people?
- How many of you lost a customer this year to another trade show?
- What are we going to do with social media to augment face to face?



# Cautions and advice

- Nobody wants to blog about a show
- Not embracing social media looks bad
- Embracing social media badly is worse
- Be prepared to take heat publicly
- Hire young people, its intuitive to them

