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Ticket Summit® Utilizes New Media

[Ticketing Conference Extends Attendee Experience Beyond the Show](#)

South Windsor, CT—[Ticket Summit®](#), the leading conference and trade show for the live entertainment industry, today announced its upcoming “Trick or Tweet” contest, one of various Web 2.0 campaigns keeping attendees engaged in industry conversations between its summer and winter conferences. During the month of October, Twitter followers of @Ticket_Summit will have the opportunity to answer industry trivia questions and win various prizes. The 2012 **Ticket Summit®** conference is slated for January 18-20, 2012 at The Waldorf=Astoria in New York, NY.

In addition to the “Trick or Tweet” contest, **Ticket Summit®** also uses Twitter and other Web 2.0 channels, such as [Facebook](#) and [LinkedIn](#) to gain valuable information on what new components attendees want at the conference. Followers can tweet using the hash tag #TS2012, or join the various ongoing discussions to suggest panel topics, trade show components, or general ideas to enhance the show. Plans are also underway to integrate Quick Response (QR) codes into the overall design of the upcoming conference for attendees to swap information as well as gain access to exclusive discount codes onsite.

“We are very excited to have such a strong following online and have our conference attendees continuously engaged with us in the months leading up to our 2012 conference,” said Dr. Molly A. Martinez, Executive Director of **Ticket Summit®**. “Social media allows us to make the conference experience even more interactive, and to fulfill our mission of helping ticketing and live entertainment professionals stay up-to-date on current issues facing the industry.”

About Ticket Summit®

Ticket Summit® is the leading [ticket conference](#) and trade show for live entertainment professionals. This event attracts hundreds of global business leaders, entrepreneurs, and entertainment experts in the ticket community. Past attendees and sponsors include: Billboard, Blue Man Group, Broadway.com, eBay, Facebook, Forbes, Goldman Sachs, Google, Live Nation, Madison Square Garden, Mondial Assistance, MLB, NBA, NFL, NHL, PowerPay, StubHub, Ticketmaster, and Yahoo!, among others. The upcoming **Ticket Summit®** conference and trade show is scheduled for January 18-20, 2012 at The Waldorf=Astoria in New York, NY. For information, visit www.TicketSummit.org.

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