

FOR IMMEDIATE RELEASE

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Social Networks for Events: Ed Lemire to Present at HSMAI

Presentation to Emphasize Social Networking Fundamentals, New Promotional Opportunities

Acteva, the leader in on-demand event registration, ticketing and payment management services, will be presenting an educational seminar on [social networks for events](http://www.acteva.com/article_5Apr09.html) (http://www.acteva.com/article_5Apr09.html) at HSMAI's Affordable Meetings National and Event Technology Expo, September 9 at the Walter E. Washington Convention Center, Washington, D.C.

Ed Lemire, Acteva's Executive Vice President, will be presenting a seminar titled "So You Want a Social Network for Your Event or Group...Where do you Start?" The one hour seminar by Mr. Lemire, an industry expert on social networks for events, will provide insight into both public and private social networks and demonstrate how they can be leveraged to grow events and increase website traffic. Attendees will also learn how to sort through the many alternatives available - such as Twitter, Facebook, Yahoo Groups and Google Groups - to help determine the best option for their particular organization.

According to Mr. Lemire, "As was the case last year, the Event Technology Expo provides a great forum to network with colleagues and gain insight into what's new and exciting in the marketplace. My goal is to provide valuable information and a basic framework that will help a diverse group of professionals integrate social networking for events into their activities, helping to increase event attendance.

For more information on Acteva's Private Social Network product, visit us [here](#)

About Acteva

Acteva is the trusted leader in Online Event Management, including Event Registration and Payment Services, Private Social Networks and Learning Registration & Management Services. Since 1998, over 14,000 customers have used Acteva to manage more than 260,000 events and process more than 4.6 million registrations. Acteva's customers include Bausch & Lomb, Pfizer, SAP, Girl Scouts of America, Whole Foods, Craigslist Foundation, BMW/MINI, NASA, VMware, Apple, DHL, PG&E and thousands of small to large-sized businesses and organizations. Acteva is headquartered in San Francisco, California. More information on Acteva is available at www.Acteva.com

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