

THE BUSINESS EVENT OF THE YEAR

May 25th 2011
7:30 AM - 6:30 PM



John B. Hynes
Convention Center

FOR IMMEDIATE RELEASE

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TOP LEADERS IN GOVERNMENT, SPORTS AND BUSINESS TO OFFER EXCLUSIVE INSIGHTS AT 3rd ANNUAL NEW ENGLAND XPO FOR BUSINESS

Speakers Include Mayor Thomas M. Menino, Red Sox President & CEO Larry Lucchino, Celtics Co-Owner Stephen Pagliuca, Social Media Evangelist Chris Brogan and Dozens of Others

BOSTON, MA, April 28, 2011 – On May 25th business owners at the [3rd Annual New England XPO for Business](http://www.eventmanagement.org/newengland/registration.php) will learn from the best and the brightest government, sports and business executives in New England. Confirmed speakers at this one-day event at the John B. Hynes Convention Center in downtown Boston, include Mayor Thomas M. Menino, Boston Red Sox President & CEO Larry Lucchino; Social Media Guru Chris Brogan; NECN Business Reporter Peter Howe; Greater Boston Convention & Visitors Bureau President & CEO Patrick B. Moscaritolo; and Boston Celtics Co-Owner Stephen Pagliuca, plus many more. **FREE REGISTRATION:** <http://www.eventmanagement.org/newengland/registration.php>.

“This regional event is focused on connecting professionals with world-renowned experts who offer innovative strategies to running profitable businesses. Our goal is to engage, educate and empower small business owners and entrepreneurs throughout the Northeast,” said Marc P. Sherer, CEO of Event Management. “New England XPO will feature owners and partners in some of the largest sports franchises in the world, as well as leaders in business, technology and the government.”

FEATURED SPECIAL EVENTS:

 **BostonGlobeMedia**

Playing for Profits – The Business of Boston Sports

Six of the most influential figures in New England sports will come together to explore the impact of professional sports on the city of Boston’s economy. Shirley Leung, business editor, of *The Boston Globe* will moderate this session. There is a \$30 registration fee to attend this event. For tickets, please visit www.eventmanagement.org/NewEngland.

The panelists will include:

- Thomas M. Menino – Mayor of Boston
- Patrick B. Moscaritolo – President & CEO, Greater Boston Convention & Visitors Bureau
- Stephen G. Pagliuca – Managing Partner & Co-Owner, Boston Celtics
- Charlie Jacobs – Principal, Delaware North Companies and Boston Bruins
- Larry Lucchino – President & CEO, Boston Red Sox
- Jonathan H. Paris – Executive Director, Massachusetts Sports Partnership



Social Media Business Forum

Go beyond social media with XPO’s premier event, taking place at 2:00 pm in the Show Floor Theater featuring Social Media Evangelist Chris Brogan, President, Human Business Works. Chris will discuss *Lead Generation & ROI in a Social Media World – Unleash Your Online Power*. Chris, who was recently featured in *The Boston Globe*, will disclose insider secrets on leveraging social media for lead generation, advertising and much more. Chris is also New York Times bestselling co-author of [Trust Agents](#), and a featured monthly columnist at Entrepreneur Magazine.



Maximize Your Message with Mel Robbins

Author, syndicated radio host and “America’s Life Coach” Mel Robbins will share her success stories and answer audience questions on how to make a business unstoppable from 12-1:00 pm in the Show Floor Theater. There will be interaction via Twitter or email, on-site through a “black box” or asked live during the event.

After-Hours Networking Event:

Join hundreds of business owners & executives at the LARGEST networking extravaganza in Massachusetts history. The event will start at 4:30 pm in the Show Floor Theater. A-list attendees include business professionals, small business owners, entrepreneurs and startups from a diverse group of industries and backgrounds. Unlimited networking!

“No other convention in New England offers the caliber of speakers or take-away value,” said Mr. Sherer. “Our keynotes will discuss the ideas and B2B trends that are shaping the future of business. Attending the New England XPO is well worth your time and energy.”

Event Management, LLC is a Connecticut-based trade show management firm with over 20 years of experience in the production of major business shows and special events. Event Management produces trade shows in New England and New York. For additional information, visit www.EventManagement.org. Follow us on [Facebook](#) and on [Twitter](#).

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