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## **Event Strategist Robbi Lycett Joins Tradeshow Logic Team**



ATLANTA—March 30, 2015—Exhibitions and events looking for new ways to grow revenue and make their trade shows more exciting have a new resource. Industry veteran Robbi Lycett has joined Tradeshow Logic as its newest event strategist.

Robbi's appointment reflects the continued growth of Tradeshow Logic's event strategy offering. "Our trade show customers ask for new ways of doing things that will increase value to and loyalty among attendees and exhibitors. Robbi's diverse experience enhances our ability to help customers streamline expenses and create memorable, must-attend events," says B. J. Enright, president of Tradeshow Logic.

Robbi's talents include using research to grow and energize events, revenue driver strategies and implementation, sales and marketing strategies, and strategic planning and implementation. She has over 30 years in the meetings, convention and exhibition industry and has managed and produced meetings, events, conventions of all sizes for both associations and independent organizers. Most recently, she was senior vice president, conventions & conferences for Biotechnology Industry Organization for over nine years. Prior, she owned her own firm and spent six years at the Consumer Electronics Association, including four as vice

president, responsible for the management, production, leadership and strategic planning of International CES.

Robbi joined Tradeshow Logic because the company shares her dedication to looking beyond how things have been done in the past to produce better, stickier, more cost effective events. "We are entering a time of great customization. Tradeshow Logic's mission is to partner with our clients to develop shows that thrive because they are designed around the specific needs of their unique stakeholders," she says.

**Tradeshow Logic**, a full service event solutions firm, increases the value of events, tradeshow and conferences for organizers, exhibitors and attendees. TL industry veterans and skilled team members deliver ideas, strategies, people, technology and partnerships that improve efficiency, enhance experience and increase revenue. Services include event consulting, exhibit and sponsorship sales, meeting and event management, global general contracting, and event technologies. Learn more at [www.tradeshowlogic.com](http://www.tradeshowlogic.com).

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