



Strata Resource's Frank Capuano named editor of *The Convergence Connection*

BuilConn and M2M Events

In April 2004 the BuilConn and M2M events were held in Dallas Texas (produced by Clasma Inc.), attracting over 120 speakers and hundreds of attendees representing every sector of building automation and device control networks. Co-locating the two events created 4-days of presentations that delivered a wealth of industry information. Greeting every attendee each morning was an issue of *The Convergence Connection*.

The Convergence Connection was a 4-page show daily that included relevant BuilConn and M2M articles. Each issue was filled with articles and photos to keep attendees informed on yesterday's high points, today's events and tomorrow's functions.

Producing the high-quality *Convergence Connection* on a daily basis meant managing and coordinating article content, layout, graphics, photography, printing and distribution - at the conclusion of each event day, and before getting a good night's sleep.

Producing the Convergence Connection required managing and coordinating a late night schedule of staff, articles and production.

The Convergence Connection

Strata Resource's Frank Capuano was named editor of *The Convergence Connection*. He managed and coordinated a late night staff of writers, editors and designers, while also contributing several articles to each edition. Each edition achieved a balance of event announcements, photos, articles and sponsorship.

Although each issue was produced the night prior to each conference day, much of the planning and layout were completed in advance of the BuilConn and M2M events. A basic layout template was created and several articles written in the weeks prior to the show. This work was coordinated via phone and email between the Clasma office in Texas and the Strata Resource office in Virginia. Through the use of teleconferencing and high-speed Internet access, creative ideas, layout structure and article content were developed and finalized.

Even with much of the work coordinated in advance that were several articles and layout challenges that could only be addressed on-site. Event photographs and event articles had to be captured on-site and included in each issue. The task of printing the 4-sided daily and distributing it each morning ended and began each day of the event.

View the collection of *Convergence Connection* issues on the Strata Resource website at <http://www.strataresource.com/Documents.htm>

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Your Resource

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