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**FOR IMMEDIATE RELEASE**

**Bowman to Present Two Sessions at TSEA Red Diamond Congress 2011**

July 20, 2011 – Signal Hill, CA – Tom Bowman, president of Bowman Design Group and Bowman Global Change, has been selected as a faculty member at the Trade Show Exhibitors Association (TSEA) Red Diamond Congress 2011. Bowman will present two seminars that leverage his diverse event marketing expertise—green exhibiting and brand strategy.

Margit Weisgal, president and CEO of TSEA, says Bowman is uniquely qualified to teach both green exhibiting and brand marketing using a combination of practical experience and theoretical discussions. “Tom’s many years of experience as a creative brand strategist, as well as his proven expertise in green exhibit design, provide invaluable insights that will jump start our attendees’ careers,” says Weisgal.

The conference, which brings exhibitors, event organizers, and service providers together for advanced learning and networking opportunities, has been billed as a “business school for exhibit marketers.” It’s unique format—no power points allowed—enlivens the discussion and guarantees attendee engagement.

The TSEA Red Diamond Congress 2011 takes place in Orlando, Florida from July 31-August 3. Registration is available through the website, [www.rdc2011.org](http://www.rdc2011.org).

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Los Angeles-based **Bowman Design Group** translates complex ideas into engaging stories. The results are unique and memorable exhibitions, events, multimedia, and print communications for corporations, museums, and other institutions. Clients include the National Academy of Sciences and Scripps Institution (in collaboration with Ed Hackley), Florida Crystals, Domino Specialty Foods, Mitsubishi Electric, Northrop Grumman, Kid City (The Children’s Museum of Tampa), and the FIFA World Cup. Learn more at [www.bowmandesigngroup.com](http://www.bowmandesigngroup.com).

**Bowman Global Change** helps organizations make sustainable transformations. Combining the expertise of renowned scientists, behavioral scientists, and business and government leaders, Bowman Global Change facilitates transitions through education, analysis, planning, communication, and consulting projects. The company is lead by Tom Bowman, an expert in green business, who has contributed his expertise to the White House Council on Environmental Quality, the National Oceanic and Atmospheric Administration, Centers for Disease Control and Prevention, the American Public Health Association and numerous exhibit industry groups. Bowman contributes a monthly “Ask Mr. Green” column to EXHIBITOR Online. Contact Bowman Global Change at 562.494.3400 or at [www.bowmanglobalchange.com](http://www.bowmanglobalchange.com).