

MEETINGS

WEDNESDAY BUZZ: STOP GIVING LAME SWAG



People don't always enjoy being walking billboards. Consider giving a different type of swag at your next meeting.

If you're a frequent meeting attendee, you probably have dozens of tote bags in the back of your closet all boldly stamped with an organization name or company logo. Sometimes these bags can be pretty nice, but carrying around heavily branded bags outside of the event can feel a little ... tacky.

To combat this problem, entrepreneur Lynne Lambert started a company called Mapt Gear "that makes the *anti-sweg* swag bag, a high-quality, stylish tote that publicizes a brand without turning into a walking billboard," reports *AdWeek*.

Her company imprints maps that highlight locations of brand headquarters or conferences on different products, including canvas tote bags. The idea is something of a left turn in a \$20.81 billion swag industry that usually relies on logos for promotion, notes the magazine.

And event pros might want to take a cue from Lambert's idea. Think about how you can rework the swag that you hand out to be more elegant, personalized, and less logo-heavy.