

PRE-EVENT MUST DOs!

○ SET OBJECTIVES

Whether it's meeting new prospects, shaking hands with current customers or raising your brand's profile, make sure you've identified your goals before the show and that everyone knows how the **Return on Objectives** will be measured.

○ INVITE YOUR BEST PROSPECTS

Savvy exhibitors will tell you the most effective way to improve your results from any event, is to invite the people you want to meet. Increase the number of quality meetings you have at the Expo by inviting your hot prospects to see a demonstration, meet your team, hear your seminar, or take advantage of a show special you might be running. Include your customers too. It can be a little embarrassing to see your customers at the event because they received an invitation from your competitor!

HOW-TO TIPS:

- Plan a pre-show email marketing campaign
- Give them a call
- Share the news on social media

○ MEET YOUR MATCH

Matchmaking means you can find the right type of prospects and generate business by setting up pre-arranged meetings before the show.

Make sure your stand staff have set up their profile on the Matchmaking portal and have arranged meetings with key prospects for the event.

WINNING STANDS

○ STELLAR STAND STAFF

It's important that everyone is prepped for questions they're likely to be asked on the day. Your stand staff are the face of your brand.

TIPS:

- Events are a great way to show off your experts
- Be proactive, not reactive on your stand!

○ BREAK THE ICE

A great way to attract visitors to your stand and capture leads is to offer incentives or have some fun activities.

ICEBREAKER TIPS:

- Prizes and giveaways
- On-stand games and contests
- Special offers and incentives
- Photo booth or photo props
- Something different! Perhaps a magician or handwriting specialist?

○ HANDS ON EXPERIENCE

This is your opportunity to showcase your product in action! Consider hosting some small demonstrations on your stand. Let the visitor get hands on with your products.

Implement your post-event marketing campaign. Email your database and use social media to thank all of those who visited you, adding what a great success it was. Create FOMO. You can attract interest from unexpected places.

Pick up the phone and contact your new leads while they're hot!

TIP : 80% of sales are only made on the fifth to twelfth point of contact.

○ KEEP IT SIMPLE

Humans have specially-wired brains which allow them to have 'selective attention' when they are overloaded. Keep your stand simple to avoid being lost in the information overload.

○ STAND ARTWORK

Stand artwork should showcase and position your brand, or highlight the key problem/s that your solution/s fix.

This could be done in an infographic style, using icons or imagery or perhaps it is a few short snappy sentences.

TIPS:

- Messaging should align with your event objectives
- Less can be more. Remember not to information overload
- Create intrigue
- Clearly articulate what you do!

RIDE THE POST-SHOW WAVE

