



## DURING THE SHOW

### PRE-SHOW

#### 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.

#### INFOGRAPHICS ARE POWERFUL

You don't need to have a big marketing budget to produce effective marketing tools. Infographics give digestible insight to whatever you're selling in a format that people love to share!



#### BE SOCIALLY SAVVY

Connect with your prospects before the show. Follow them on Linked In and Twitter. Make your presence at the show known through these channels so they remember you, should they attend.

#### TAILOR YOUR COMMUNICATIONS

Identify who's on your database and tailor your marketing communications. It's unlikely you'll want to send the same message to prospects that you do customers. You'll be surprised at the impact a more customised message makes. An incentive to attract visitors to your stand is never a terrible idea either.

#### MIX UP THE STAND STAFF

Whether you're sending internal staff down to the show or using a team of promotional staff, it's important that everyone's prepped for questions they're likely to be asked on the day. Your stand staff are the face of your brand but think beyond stand staff - events are a great way to show off your experts.

#### ENGAGE WITH THE SENSES

Did you know that we recall what we smell for much longer than any of the other senses? Get those creative juices flowing and make people aware of your presence with more than just graphics.

#### DON'T MISS OPPORTUNITIES

Your offering is better than the competition. Well, that's what visitors need to be convinced of before they buy into what you're selling. Speaker sessions are a great way to demonstrate what makes your product/service special. If you're exhibiting anyway, why not take advantage of them? This is your time to shine.

#### 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.

#### WOW WITH TECHNOLOGY

If your stand is small or your product or services tricky to exhibit, use tech to draw in the crowds. From wearable technology to interactive screens - get creative with what could work for you.



### POST SHOW



#### SAY THANK YOU AND NEVER GIVE UP!

Email your database and use social media to thank all of those who visited you on the day, adding what a great success it was. It's important to make those who didn't visit feel like they missed out. Who knows, you might attract interest from unexpected places.

Picking up the phone to the leads you generated at the show once, twice, thrice does not make you a nuisance. In fact, 80% of sales are only made on the fifth to twelfth point of contact. Perseverance and persistence win big!