



Successful Trade Show Exhibiting

“Successful Trade Show Exhibiting” is a series of fast paced Seminars designed to substantially improve any Exhibitor’s results at Trade or Consumer Shows.

The Seminars are applicable to companies exhibiting at international events anywhere. The examples, lessons & case studies have been collected from countries around the World.

There are currently six Seminar Sections. Each Section consists of three Modules. Each Module takes around 40-50 minutes to complete. With discussion time, each Section thus takes around three hours to deliver & consider.

Seminar Sections can be presented in any order, as required for special in-house projects.

“Successful Trade Show Exhibiting” has been experienced & applauded by exhibitors large and small. Corporates, State & Federal Government Departments, Associations & many small Companies in many industries.

Join our Presenters at locations around Australia and New Zealand for exciting, in-depth Trade & Consumer Show training & substantially improved results.

Or contact us for your in-house training requirements.

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Trade Shows - The Clever Marketer's Secret Weapon

Why Trade Shows are Successful...

Trade & Consumer Shows have been an important marketing tool for hundreds of years, especially in Europe & the USA. They were a vital tool in the re-building of Europe after World War II, the reconstruction of the various facilities having a very high priority, particularly in Germany.

But have they reached their "use by date" now, especially with the advent of the Internet? And what's happened since the Sept 11 terror attacks?

In "Why Trade Shows are Successful" we'll consider these questions. We'll share the secrets of just why Trade Shows work so well, who goes to them, why & what you can expect. We'll consider some true stories right from the Trade Show floor. And summarise the three KEY elements to Successful Trade Show Exhibiting.

Setting Objectives – a Key to Trade Show Success

Research by the Center for Exhibition Industry Research (www.ceir.org) reveals that 71% of Trade Show Exhibitors have no specific Objectives. Of those that do, 50% forget them in the frantic rush of the Trade Show floor.

As the Cheshire Cat (Alice in Wonderland) observed, if it doesn't matter where you're headed, it really doesn't matter which way you go.

Sound Objective setting & planning to reach those Objectives is a fundamental tenet to business success. This is thus an excellent place to achieve significant performance improvements at Shows.

In "Setting Objectives" we'll discuss Objective setting for the Trade Show environment, how to apply measures to them & to apply them in many aspects of show planning, implementation & final review of results. A checklist is provided to assist in this initial, vital process.

Exhibiting Internationally

Exhibiting internationally can be immensely profitable & personally very rewarding too. It's an extremely effective way to perform market research, locate distribution, support your channel & very much more.

But what of local customs & ways of doing business? Ignore them at your peril! What's "drayage" & what's a "pipe & drape" booth in the USA? (Both potentially extremely expensive to "put right" if not known & planned for in advance).

What ever did you DO to make that attendee shrink back in horror? And why didn't someone TELL you about hospitality "norms" in some countries?

We'll discuss what Austrade & TradeNZ can do to help you in the countries you plan to exhibit in before you leave, while you're setting up & even when you're "up & running".

"Exhibiting Internationally" is a MUST when venturing internationally for the first (or second or third) time. It's a fun session with very serious implications.



Uncovering Your Targets at Trade Shows

Magic of the Marketing Mix

Trade Shows are just one of a variety of ways to promote your business, all of which are designed to persuade your Target Market to do business with you. Yet they have a very unique value as they can form the very core of your entire marketing strategy. Especially internationally.

“Magic of the Marketing Mix” examines a number of marketing techniques & how they can be substantially enhanced & improved by tying them to a common theme & focusing them on your Trade Show schedule. We call it “Belly-to-Belly Marketing” – where you & your Target Audience meet, form relationships & do business.

This session is invaluable in its consideration of how every marketing activity must build on & enhance your overall marketing theme to build your very valuable & recognized Brand.

Selecting the Ideal Show

There are many Trade Shows to choose from each year. How do you know which is right for you? Is it that very small yet highly focused event in January or that much larger one in June?

Should you exhibit at a Trade Show or a Consumer Show? And what’s the difference anyway (a lot...).

What are Show Demographics, where do you get them? How do you use them? How do you calculate your “Show Target Universe”. Why would you bother?

“Selecting the Ideal Show” is a practical consideration on how to match your Objectives to the shows on offer. How to be sure that your specific Target Audience is there & how to be sure that the Show provides you with the opportunities to capture their interest.

Ensure Your Targets Seek You Out

An Australian exhibitor once commented “Everyone kept going right past me – like they had some place special to go”.

They did! A study conducted by the Center for Exhibition Industry Research (www.ceir.org) reveals that 76% of attendees at Trade Shows have an agenda. They know exactly why they are at the Show & who they plan to see. They have “must see” lists & call on a surprisingly small number of stands.

“Ensure Your Targets Seek You Out” examines how you get on those invaluable lists & become the destination for your Target Audience at the Show. It surprisingly easy & inexpensive to do yet will totally transform your results.



Your Stand – Location, Design & Effectiveness

Picking the “Best Spot”

Selection of the “Best Spot” is a contentious issue & exhibitors often spend considerable time making their selection. The Center for Exhibition Industry Research reports that “...location within the hall is neither a positive nor negative factor...”. But is there more to it than that?

Is it useful or a hindrance to be near service areas (eg food)? Or obstructions (like roof supports)? What’s the effect of being in a “multi location” show (with several halls)? Near the bright light of the windows? Near competitors? Can the Show Organiser just move you anyway thus effectively removing your choices?

“Picking the Best Spot” will focus on these questions. We’ll look at floor plans, to find frequently overlooked “features” that you might like to avoid or use to advantage.

Stand Design

The subject of “Stand Design” is as broad & deep as your imagination & your budget. This session examines your basic choices – “in-line”, “corner”, “peninsula”, “island”, “pavilion”, “double-deckers”, “suites” & more.

We’ll examine how the layout of your stand can substantially increase the “stopping distance” of your exhibit, increasing your leads & exposure while substantially reducing your costs.

We’ll also discuss some benefits & drawbacks of renting or buying a stand, some of the designs available & their advantages/disadvantages.

After completing this session you’ll be in an excellent position to decide how to design & lay out your stand for best results & value. And how to go about procuring exactly what you need for a painless & successful show.

Stopping Targets in Their Tracks

So you have the very best “spot” & you’ve done everything “right” to attract your Target Audience. Yet still not too many people stop to talk. And certainly not the right ones!

“Stopping Targets in Their Tracks” concentrates on how to STOP your Target Audience. Yet REPEL everyone else. There are “Three Big Things” to know & this session examines them carefully. This is quite additional to the skills involved in attracting them in the first place!

We’ll consider “giveaways” (frequently contentious & potentially expensive), demonstrations & hospitality activities. And what attendees feel about being actively intercepted in the aisle...

Stopping the right people is at the very core of why you go to Shows. This session will leave you with the tools to do it effectively & easily.



Exhibiting on a Budget – Without Compromise

Cost Busting...

It's a common perception that trade shows are expensive – that here in Australia & New Zealand we're usually too small to make an impact, internationally, especially on a weak exchange rate.

Indeed shows CAN be expensive – but they don't need to be! With a little planning, a little thought & a LOT of common sense they can be extremely cost effective & open doors that no other method of market entry can match.

In "Cost Busting" we'll focus on the seven areas of cost containment. We'll consider many ways to keep your investment down while forcing the maximum return on your time & investment. Avoiding nasty surprises.

We'll see that many opportunities are included in the basic "floor space" fee – overlooked by most exhibitors.

We'll consider a case study of a clever Australian exhibitor who decorated their stand for just \$20 – & built an empire! And how another harnessed the marketing power of Microsoft & focusing it on their tiny stand. For free! This single session could totally revitalize your Trade Show participation.

Making "The System" Work for You...

In "Working with the Show Team" we'll introduce most of the important groups & positions behind making a trade show work. Where they fit in & what they are responsible for.

Someone once observed that it's far easier to ask for forgiveness than permission. We'll look at some of the "rules" to see why some are so inflexible & expensive to fix – while others are "usefully forgivable"...

We'll examine an Exhibitor Services Manual & see a short video that saved at least one Australian exhibitor hundreds of dollars & considerable anguish by sending a demanding supplier with incomplete records packing!

This is a "core" session for any first time exhibitor – with lots of handy hints for event the most experienced trade show marketing professional.

Lead Gathering & Processing

Most Exhibitors gather leads for follow-up after the show. Yet 83% of those leads are never followed up. For some very good reasons which we'll consider...

"Lead Gathering & Processing" examines the lead gathering process, starting with the Objectives for gathering them right through being sure that enquiries are in fact followed through.

We'll consider what information to gather & how to qualify & categorise the leads. We also look at various lead gathering systems, both manual & electronic.

A mixture of marketing, technical & some very human issues, the correct balance of which frequently determine the success or not of the show.



Successful Staffing at Shows

Staffing

Vital business relationships are sparked at trade shows. The demographic profiles published by most professional shows reveal that extremely senior & influential buyers are roaming the floors. You've invested valuable resources to exhibit. You've done everything "right" to get your Target Audience to your stand. It's now up to you & your staff. While their feet are sore, they're possibly out of their time zone yet they have to be at their very best...

Who make the best exhibit staff? How many staff should you send? What training must you provide? How do you communicate your game plan? How do you look after the Team, especially when the show is distant? Should you enlist the help of channel partners such as dealers & distributors?

"Staffing" is an in-depth consideration of these issues to ensure that you get the very best from your staff. And that you can use this intense environment to help them to develop & hone new, important skills.

Handling Traffic at Your Stand

Not everyone at a trade show is your Target. Staff need to meet & qualify attendees quickly, efficiently & courteously. To spend time required on "hot" prospects, collect the required contact information from less immediate prospects for follow-up & assist those best served by other exhibitors to move on quickly.

"Handling Traffic at Your Stand" examines techniques to enable staff to be most effective in this vital, sensitive filtering process. We will also consider how to address aggressive situations.

Successfully mastering these skills will enable your Team to substantially increase both your depth & breadth of penetration of the Show Audience, greatly enhancing results.

Networking

Trade shows provide some of the greatest networking opportunities you could ever hope for. They entice important people - that are normally very difficult to get to - out of their offices & onto the trade show floor. Including those that never return your phone calls nor answer your email. All in a single location...

How do you find these people? What can you do? Do you have to exhibit? Or can you access these people as a visitor too?

In "Networking" we'll consider how to take advantage of this concentration of opportunity. We'll look at facilities the Show Organisers make available & how to link into them. We'll consider conference activities attracting quality managerial & technical people. Evening functions, breakfast meetings & special activities for Vendors, Association, Government & Special Interest groups.

We'll consider how Austrade, TradeNZ, State Governments, Associations, Chambers of Commerce & other valuable allies can help you locate just the right contacts, set up meetings & meet your Objectives.



The Show's Over - Ummm... Isn't it?

Review & Measurement

Whether the show was a furious success or a dismal failure, "Review & Measurement" is essential. Yet in the frantic requirement to "catch up" on the inevitable backlog "back in the office" it is frequently simply eliminated.

What went right? What went wrong? What would you do differently next time? How do the Outcomes compare with your Objectives? Did you achieve what you planned to achieve? Both subjectively & "by the numbers".

The process starts before the Show ends while it's fresh in your mind. It never ends, as you'll use your experiences to update your ongoing Trade Show Review Report – a dynamic & growing record to help you to incrementally improve your Trade Show Marketing skills, both personally & as an organization.

Sir Winston Churchill once remarked "I can predict the future because I study history". This ESSENTIAL segment helps to record & consider your Show history to make future shows even more successful.

Marketing After the Show

"Marketing After the Show" is much more than "Mop-up Marketing". You have many opportunities right after the Show to escalate your momentum even further while setting yourself up for the next phase.

We'll start with the Leads you collected, ensuring that they ARE followed through (83% are not) & how these valuable contacts are integrated into your overall Sales & Marketing system.

Then we'll consider some of the opportunities that Show Organisers offer to help you keep your momentum going. We'll help you capture great ideas you saw at the Show so you don't miss them next time. Like especially effective Sponsorships aimed right at your Target Audience.

We'll consider the Press who publish overviews & local success stories (ie YOU). Especially Press you met at the Show. And VERY much more!

"Marketing After the Show" focuses on ending this part of your campaign with momentum – to catapult you into the next phase with the enthusiasm & vigour that only recognised & brimming success can deliver.