
April 2011

EASY STEPS TO INCREASE YOUR EXHIBITING SUCCESS

With many external influences impacting on the first quarter of the sales year and the event calendar now underway, I thought it would be timely this month to prepare the 15 – Step overview covering pre-show, at the show and post-show. These 15 Steps provide a great general impression to make sure you maximise your results.

PRE-SHOW

1. Set objectives and goals

Know what you want to accomplish and make it realistic; plan every aspect and ensure it ties back to your objectives. Have your goals in writing – and focus on them.

2. Budget

Once the objectives are set, put the funds aside to make it happen. Track costs and stick to the allowances.

3. Stand Selection and Size

Make sure the space booked is large enough to fit your products. By the same token don't book too much so your stand looks like something's missing! Pick a location that suits your product, near complementary exhibitors or feature areas, education, catering etc.

4. Stand Design

Identify the core message. Select colours, furniture, displays and a shape to achieve your goals. Know what you need to do to get visitors' attention.

5. Timetable

Establish a timeline and monitor it to ensure you don't miss deadlines. Set up a file to keep everything together and take it onsite.

6. Staff

Make sure you select staff to match the visitor. Train them for the show and practise interaction with attendees. Ensure they know about everything that is happening on the stand and what they are expected to deliver.

7. The Services Kit

Read it and know it!

AT THE SHOW

8. Get Orientated

Make sure you know the location of the organiser's office as well as toilets, catering, first aid station and other amenities.

9. Remember the Visitor

The reason for your presence at the event is the visitor. Look after them and have a plan to qualify them, then spend appropriate time with them and gather contact details.

10. Stay Focused

You're not there just to hand out brochures to anyone who passes the stand, nor are you – or your staff – there to go off and collect premiums and giveaways.

11. Know Your Stuff

Don't take staff who are unfamiliar with your products and services. It's not wise to use an exhibition as a training ground. Most visitors are there for solutions from the experts.

12. Make Your Stand Work

Don't have so many staff members that the stand is overcrowded by your own people. Likewise furniture and products – make it easy for visitors to gain access to your stand.

POST-SHOW

13. Follow-up

After the show put resources into tracking the follow-up of sales enquiries. It's too easy to get distracted and forget about it. Make sure you have a plan for post-show communication to capitalise on future sales. Brand impression can last more than 12 months!

14. Evaluation

You're not there just to hand out brochures to anyone who passes the stand, nor are you – or your staff – there to go off and collect premiums and giveaways.

15. Rebook

Most shows have an incentive to rebook. If the location worked for you, it's good to keep it so that, next time, visitors know where to find you. Complete the rebook on time to secure your location and take advantage of any

financial incentives.

Planning is the key to exhibition success!