

## **The 7 Keys to Tradeshow Success**

Successful event marketers today have found it takes more than “showing up with a display” to earn new business at a tradeshow, convention or exposition. Here are the 7 Keys to making your event a success:

1. Set Clear Goals & Objectives
2. Select the Right Show & Space
3. Create a Realistic Budget
4. Design an Exhibit Environment with a Purpose
5. Train Booth Staffers
6. Manage Leads in 7 Steps
7. Measure Results

## **The 5 Elements of a Successful Tradeshow Encounter**

There are 5 things that have to happen to ensure a successful encounter with each tradeshow prospect. You must:

1. Engage (stop, speak and segue...to the next step)
2. Discover (ask, listen and uncover)
3. Educate (interact, present and prove)
4. Summarize (re-focus, restate and recommend)
5. Conclude (seek permission, offer a preview and praise)

## **The 7 Steps to Creating a Successful Booth Staff**

80% of what the tradeshow visitor remembers about your “business” at the show, 6 months after it’s over, is that brief interaction with your staff. Make sure your tradeshow managers are preparing the exhibit staff on the following:

1. Understanding Our Show Objective
2. Matching Booth Behavior to Our Show Objective
3. Designing Our Lead Card By Our Show Objective
4. Motivating Staffers to Achieve Our Objective
5. The 5 Elements of a Successful Tradeshow Encounter
6. Don’t Just Get Leads...*Manage* Them
7. Measuring Results

## Tips on Managing Leads in 7 Steps

You only have 7 days to follow-through on leads generated at the show before they begin to cool off. You must create your lead follow-through plan BEFORE you leave for your event. Consider these suggestions:

1. Pre-plan 5 separate categories for lead follow-through. Examples:
  - a) calls & appointments
  - b) literature & pricing
  - c) customer service & thank-you's
  - d) special requests.
2. Identify follow-through actions and assign these duties to office support personnel.
3. Create a Customer Feedback Card (customer lead sheet).
4. Assign a lead manager to ensure best practices at the show.
5. Define & communicate lead retrieval tactics to staffers.
6. Organize leads by pre-planned category and FedEx them back to the office each day for follow-through.
7. Manage all show leads in a contact manager software.

## 10 Ideas for Engaging Tradeshow Attendees

1. Start a conversation by smiling and shaking hands.
2. Start a conversation by handing the attendee something from your pre-show promotion or mailer.
3. Start a conversation by using their name (off their badge). (USA Today publishes news on every state daily).
4. Start a conversation by referencing an anecdote about their town/city (off their badge).
5. Start a conversation based on something the attendee is holding in their hand (i.e. a digital camera, an umbrella, cool freebie, their jacket, tie, funny hat, cane, bags of literature, their cellular phone...*you get the idea*).
6. Be direct...walk up and introduce yourself by name. Ask if they have a need for your services.
7. Start a conversation by asking the visitor a qualifying question.
8. Start a conversation by inviting them to participate in a demonstration.
9. Start a conversation by inviting them to view a presentation.
10. Start a conversation by inviting them to a hospitality event your sponsoring after show hours.