



2018 Business Power Presenter Series



DJ Heckes
CEO/Author

the **NOISE** behind **BUSINESS**

Best Practices for Event Success

Pre-Show Preparation



Don't Get **LOST** in the **NOISE!**

Learning Objectives

Pre-Event Marketing:

- Set Goals and Objectives
- Plan Best Ways to Connect with Your Target Audience

At Event Marketing:

- Relationships Matter!
- Collaborate and Communicate Effectively for Return on Relationships (ROR)

Post Event Marketing:

- Follow Up! Follow Up! Follow Up!

PRE-EVENT MARKETING

Key Ingredients for a Great Booth/ Overall Strategy:

- Write the play **BEFORE** you design the set
- Design to **ENHANCE** selling vs. creating a monument to your ego
- Provide a **POSITIVE** customer experience vs. satisfying personal tastes & preferences

Key Ingredients for a Great Booth



6 Things to Consider Pre-Design

1. How do you want visitors to travel through the exhibit?
2. What corporate/product **stories** need to be told?
3. Should there be a linear, controlled path or a more free-flowing, non-linear space?
4. What sales tools are needed — and where — to tell your **story** and engage visitors?
5. How will you capture customer impressions and data?
6. What do you want the visitor to think and *feel* about your company when leaving the exhibit?

Notable Exhibiting Trends
Maximizing Your Visual & Verbal Communications

Tabletop Display Examples



Notable Exhibiting Trends
Maximizing Your Visual & Verbal Communications

10x10 Booth Display Examples



THINK Beyond the Pen!

9 INSPIRING TRADESHOW GIVEAWAYS (Part 1)



THINK Beyond the Pen!

9 INSPIRING TRADESHOW GIVEAWAYS (Part 2)



THINK Beyond the Pen!

12 Tradeshow Booth Games that Will Drive Traffic



What Attendees Really Want*

58.9%

**Want to See Product
Demonstrations**

58%

**Like Hands-On
Interaction w/ Products**

22.2%

Like Group Discussions

15.5%

Like Watching Videos

*For all respondents across the board

[Source: www.tradegroup.com/ceir-report-what-attendees-really-really-want-at-trade-shows/#sthash.jrM53k8f.dpuf](http://www.tradegroup.com/ceir-report-what-attendees-really-really-want-at-trade-shows/#sthash.jrM53k8f.dpuf)

What Customers Want?



Speedy Service



Effort



Options



Be Understood



Confidentiality



Important



Positive Surprise



Satisfaction



Value for Money



Simplicity



Consistency



Reliable

Why Tradeshow Marketing?
Because Innovation is a Contact Sport

How to **LISTEN** to the **VOICE** of Potential & Existing Customers



Social Media is a Conversation between actual HUMANS!

Making the Most of YOUR
Tradeshow Presence

Getting Team Buy-in



Making the Most of YOUR Tradeshow Presence

Pre-Show Briefing Understanding Staff Strengths



	Fri, March 7	Sat, March 8	Sun, March 9	Mon, March 10	Tue, March 11	Wed, March 12
Mon, 10:00 p.m.	Registration 7:30 a.m. - 9:00 p.m.	Registration 7:30 a.m. - 9:00 p.m.	Registration 7:30 a.m. - 5:30 p.m.	CAMEX Exhibitor Meeting 8:00 - 8:45 a.m.	Registration 8:30 a.m. - 3:00 p.m.	Exhibitor Move-out 8:00 a.m. - 8:00 p.m.
	Exhibitor Move-in 8:00 a.m. - 9:00 p.m.	Exhibitor Move-in 8:00 a.m. - 9:00 p.m.		Registration 8:30 a.m. - 5:30 p.m.		
	Education open to all 8:00 a.m. - 5:00 p.m.	Education open to all 8:00 a.m. - 4:00 p.m.	CAMEX Trade Show 9:00 a.m. - 5:30 p.m.	CAMEX Trade Show 9:00 a.m. - 5:30 p.m.	CAMEX Trade Show 9:00 a.m. - 3:00 p.m.	
		The College Store Magician's 19th Annual Fashion Show Sponsored by MFL Inc. 4:30 - 5:30 p.m.	Happy Hour Trade Show Floor 4:00 - 5:30 p.m.	Happy Hour Trade Show Floor 4:00 - 5:30 p.m.	Exhibitor Move-out 3:00 - 8:00 p.m.	
	CAMEX Opening Reception 6:30 - 8:30 p.m.			CAMEX Closing Reception 6:30 - 8:30 p.m.		

AT EVENT MARKETING

Know The Key Zones

Zone One: Common Interest

- Recognizable images
- Humor and wit
- Instant solution to a buying problem

Zone Two: Potential Interest

- Signs with more detail
- Draws, demonstrations, videos
- Catalogs, brochures, giveaways

Zone Three: Genuine Interest

- Signs with even more information used in presentations
- One-on-one presentations, in-booth seminars

Use the **ACTION** Strategy

Authority: “What is your role in the company?”
“How are the decisions about your hotel website services?”
“Who is going to have greater use for this service?”

Capability: “Tell me a bit more about your company.”
“How many employees do you have?”
“Do you have a budget set aside for this service?”

Time: “When do you want to proceed with this idea?”
“When can we meet to talk about your company growth needs?”
“When is the next open to buy?”

Identity: “What is your Name and Company name?”

Obstacles: “Have you worked with our company in the past?”

Need: “What are you hoping to get from your website?”
“Tell me a little about your situation now.”
“Do you use this technology now?”

The Bird Theory

**The best sales people communicate
in the prospect's style,
NOT their own**

93% of peoples' impressions of others are not directly related to what they say, but how they say it

Notable Exhibiting Trends
Maximizing Your Visual & Verbal Communications

Which Bird are you?

Having good communication skills is for the birds!



EAGLE



PEACOCK



DOVE



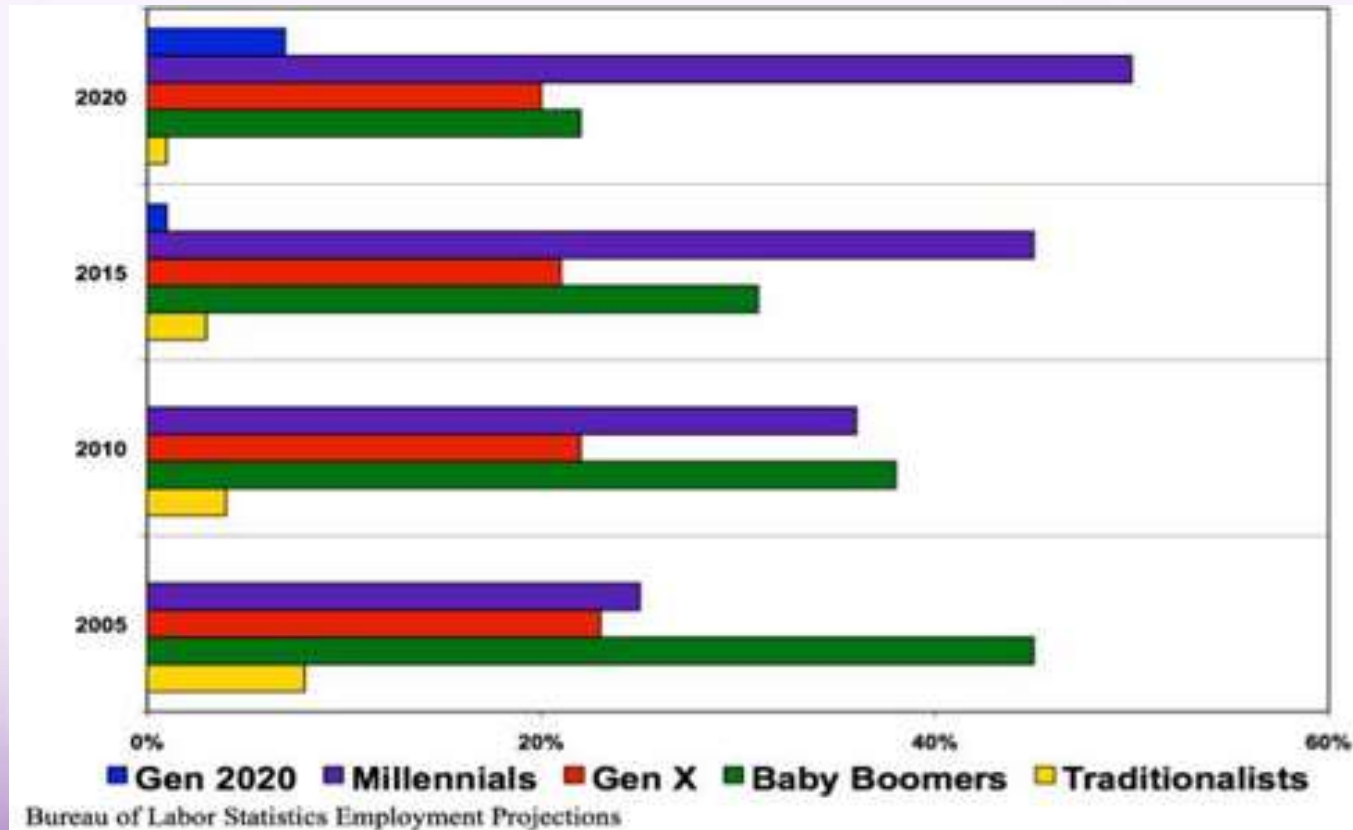
OWL

Now that you know the Bird Theory...

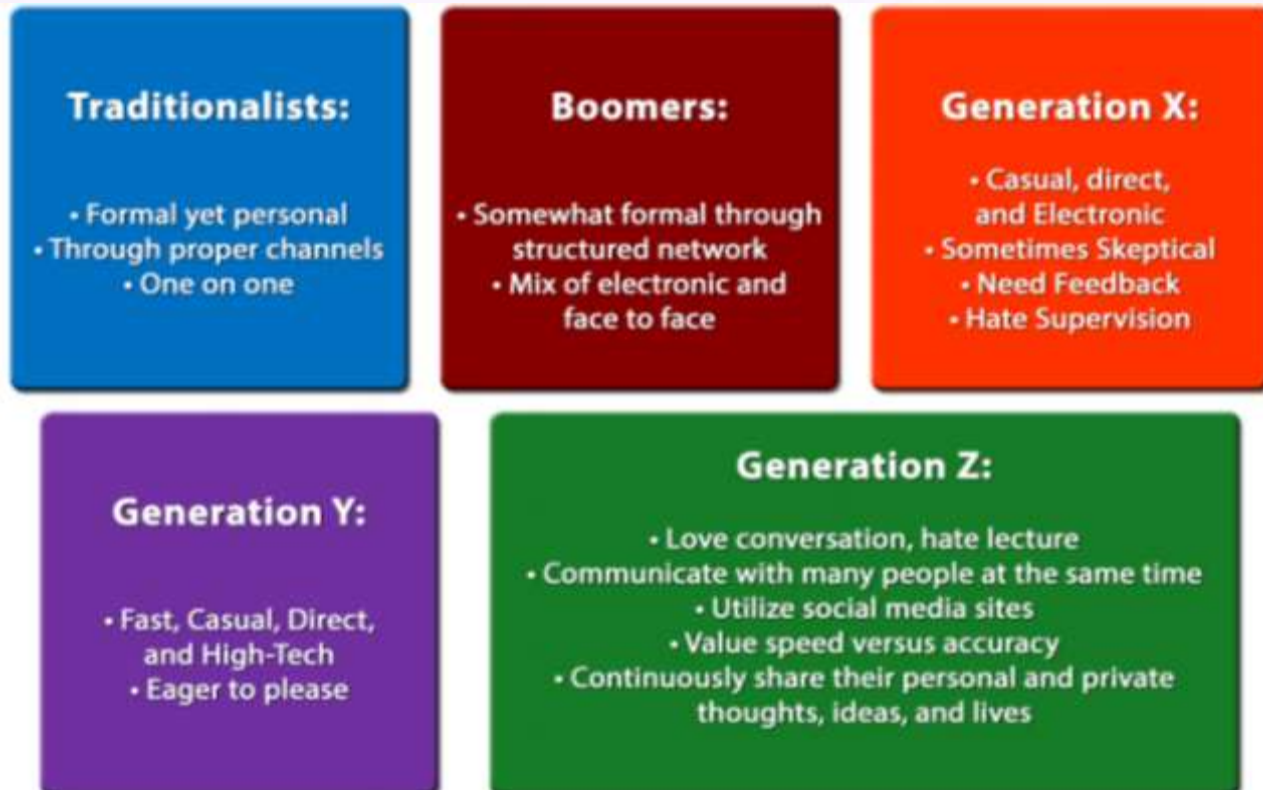
How do you **communicate with
five generations working shoulder
to shoulder in today's
workplace/tradeshows?**

Notable Exhibiting Trends
Maximizing Your Visual & Verbal Communications

5 Generations in the Workplace



Generational Communication Styles Comparison



Building Generational Relationships

connectivity + relationships + engagement

generations

POST EVENT MARKETING

Post Show Lead Follow-Up

This is your chance to really shine as a company!

- Make your follow-up timely
- Use the information from the Lead Generation Card
- Reinforce your exhibit theme in your follow-up to help with recall
- Always respond in the way the prospect told you to

Lead Generation Card

Be sure you
ask **qualifying**
questions from
your **own Industry**
and obtain critical
key information
from your prospect



Exhib-it!
Tradeshows Marketing Experts

EXHIBITOR SURVEY FORM
Complete to Enter

How many shows do you do each year? _____

Location of shows? _____

Local Regional National International

Size of Booth? _____

Current Equipment? _____

We Love our Current Equipment? _____

Wishing To Update Soon? Yes No Maybe

If So, When? 3mo. 6mo. Next Year

Next Show? _____

Exhibiting Goal? _____

Who else is involved in your tradeshow program? _____

Unique Needs _____

10' Portable _____

Rental/Graphics _____

Modular _____

Other _____

Name: _____

Email: _____

Company: _____

Address: _____

City: _____ St: _____ Zip: _____

Phone: _____ Fax: _____

Attach Business Card Here

You need a **SYSTEM!**

Stay in touch,
consistently,
personally
and
systematically

“People will forget what you **said**,
People will forget what you **did**,
But people will **never forget**
How you made them **feel.**”

— Maya Angelou

Thank You

Q&A?

Contact Info:

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Why Tradeshow Marketing?
Because Innovation is a Contact Sport

Tradeshow Industry Resources

Action Items (Go to your How-to-Guide distributed at registration)

Center for Exhibition Industry Research (CEIR): www.ceir.org

Exhibitor Magazine: www.exhibitoronline.com

Event Marketer Magazine: www.eventmarketer.com

Exhibit & Event Marketers Assn: www.e2ma.org

Online sources of exhibit industry News:

Trade Show News Network: www.tsnn.com

Exhibit City News: www.exhibitcitynews.com

Trade Show Expo: www.trade-show-expo.com

Events in America: www.eventsinamerica.com

Conventions.net: www.conventions.net

Trade Show Advisor: www.trade-show-advisor.com

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