

BEFORE THE EXPO, PRE-EVENT PROMOTION: OFFLINE MARKETING

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EXHIBITOR TRAINING VIDEO



'Offline marketing' has become a catch-all term referring to more traditional (non-digital) promotional platforms. These can include things like direct mail, sales letters, business networking sessions and printed or broadcast media. There is no 'one size fits all' solution when it comes to choosing your promotional channels but for certain events and target markets, some of them can be surprisingly cost effective.

There is a preconception that some forms of promotion are prohibitively expensive; TV and radio advertising, for example, are often regarded as channels that struggle to deliver a worthwhile return. However, the reality is more complex. It all depends on your audience.

'Choose the marketing channels that most effectively reach your target audiences.'



For most types of expo, it's been our experience that TV, radio and billboard advertising are difficult to justify in commercial terms. These are platforms that an organiser might well use to raise awareness about an event, but it's harder to be confident that they would pay off for individual exhibitors. However, there are plenty of offline marketing channels that exhibitors can use without overspending.

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Given 1EM's business, you won't be surprised to learn that we're a big advocate of networking; building a community of contacts and potential referrers who are happy to help one another. Organised networks are a great way to build relationships, and they can certainly help aspiring exhibitors to spread the word.

PR is another marketing tool that, when properly used, can be extremely cost effective. (We might be accused of cheating here, because there's a distinct overlap between PR, social media, content marketing and other online options, but public relations can be used both online and offline.)



The most common form of PR is arguably the press release. Like other forms of PR, it uses the media's constant hunger for news to generate brand exposure. If you have a genuinely newsworthy story to tell, then by following a few simple rules, you can present that story to journalists and be hopeful of securing some positive free coverage.

With a press release, you are essentially providing the factual, newsworthy elements of the story. You'll have very little time to capture a journalist's attention so really concentrate on what makes the story interesting and, in your first paragraph, try to answer all the key questions as concisely as possible. Who is doing What, Where and When? Your next couple of paragraphs might then try to explain the 'Why?'

Above all, keep it factual and don't, whatever you do, try to make a press release sound like an advert. A journalist's job is to deliver interesting, useful and objective content to his or her readers, so the easier you make that job, the better your chances of publication. We like to give exhibitors to the E3 Expo a simple press release template, **which you can view on the next page**, but remember that this is just an outline. Stick to the principles but adapt it as much as you need.

When planning your activity, talk to the event organiser to see what offline marketing they will be using. This will help you understand the event organiser's own media strategy and may help you to plan yours.

IN OUR NEXT PRESENTATION...

Our next post will examine the different printed materials you may need to consider for your expo.

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(YOUR LOGO HERE)

NEWS RELEASE

(COMPANY NAME) TO (launch/announce/offer etc.*) AT E3 BUSINESS EXPO 2019

On Wednesday 3rd April 2019, (your location – e.g. 'Manchester') based (business type – e.g. 'widget manufacturer'), (company name) will be attending the **E3 Business EXPO**, where it will be (include here a single short description of the key thing(s) you will be doing on the stand - exhibiting, explaining, demonstrating, offering... etc. **)

The E3 Business EXPO is a one-day business-to-business trade exhibition and will be held at the Premier Suite of the University of Bolton Stadium in Bolton.

(Company), which (brief description of activities – e.g. 'designs and manufactures a range of widgets for manufacturers in Britain and Europe'), will be exhibiting on stand number (X).

(Customise the following as much as you wish *):**

"We're looking forward to the event," said the company's (title – e.g. 'managing director'), (name). "It will give us the chance to demonstrate how our new (product/service X) can help businesses to (save time/money, improve safety, minimise waste etc.) - and of course, it will be a good opportunity to make new contacts with companies across the North West."

Speaking on behalf of 1 Events Media, the host of E3 Business Expo, managing director Mubarak Chati said: "This year's Expo will be an interesting mix of new exhibitors, like (company name) and companies that have taken stands here in previous years.

"We're really pleased that (company name) will be joining so many other successful North West businesses at the event, and I'm sure they will make the most of the opportunity. 2019 is shaping up to be our biggest Expo ever."

More information about (company) can be found on its website – www (address) – or by calling (telephone number).

More information about the E3 Business EXPO, including floor plans and the accompanying seminar programme, can be found at www.e3businessexpo.co.uk.

ENDS

Editor's notes:

(Any brief details you wish to add about your company – e.g. date established, number of employees, previous awards, industry accreditations etc.)

Editorial contact:

(name)

(telephone number) / (email address)

***** Please delete this note and everything below it. *****

Notes about press release

* When writing the heading, try to focus on something interesting and newsworthy that will give visitors a reason to call in on your stand - e.g.

- Company X to reveal its new (product) at E3 Business Expo 2019
- Company X to announce its new (service) at E3 Business Expo 2019
- Company X to offer free (service) at E3 Business Expo 2019
- Company X to demonstrate new (technical solution) at E3 Business Expo 2019
- Company X to raise funds for charity with a sponsored (activity) at E3 Business Expo 2019

** The opening paragraph should be concise and descriptive - e.g.

On Wednesday 3rd April 2019, Manchester-based widget manufacturer, WidgetTech Limited will be attending the 2019 **E3 Business EXPO**, where it will be announcing the launch of its new energy-saving widget, the ESW-3000.

*** The quotation is an opportunity to say a bit more about why you will be exhibiting and why visitors should come to see you. If you're announcing anything new or if you'll be running any special offers or promotions, this is the place to mention them. Focus on the benefits you offer to potential customers - e.g. how you can help them to reduce costs, improve quality, boost profits, save time etc.

Remember that a press release should be concise and factual. It should not sound like a sales brochure. The quotation is the only section in which you don't have to sound impartial.

Photographs:

A good photo can help to 'sell' a story or to secure more space on the page.

Photos should be of a suitable quality for use in a newspaper or magazine. (This means well lit, in focus and of a reasonable resolution. A file size of 1MB is probably a sensible minimum. Some publications, including online media, can use smaller images but, conversely, some magazines will insist on a much higher resolution.)

You can either send a photo with the emailed press release or simply include a small thumbnail and let journalists know that a high-resolution version is available on request. The photo itself should be relevant to the story - whether it's about a person, a product or something equally visual.