

LAUNCH DAY #1 OF 36

EXHIBITOR TRAINING VIDEO



WELCOME

Welcome to our new series of video tutorials for exhibitors. Over the coming weeks, we'll be publishing a series of short, 3 minute presentations that explain how to get the most from your business exhibition strategy; how to choose the right event, how to plan for it, and how to engage effectively with visitors before, during and after it.

Alongside each video, we'll be producing a short blog article to summarise the key points. In this first article, we look at what is arguably the most important question of all.

HOW DO I CHOOSE THE RIGHT EXPO?

Businesses operate in different sectors, with different strategies and in different target markets. Choosing the right exhibition platform is therefore a matter of identifying which gives you best access to your target audience. The visitor profile needs to be relevant and the format of the event needs to allow you to engage with delegates in a way that suits your business model and strategic needs.

As a result, choosing the right event demands time and research, but since exhibitions usually demand a significant investment, this is an effort well worth making. The decision-making process can begin by asking another important question.



AM I EXHIBITING FOR THE RIGHT REASONS?

Let's start by examining some of the wrong reasons.

- **Fear.** This is often expressed in statements such as: "My competitors will be exhibiting so I can't afford not to be seen there." Don't let fear override commercial sense.
- **Hype.** With a massive promotional budget, expo organisers can buy a lot of advertising space, but lots of hype doesn't necessarily mean that an event is the right platform for you.
- **Last-minute deals.** Aggressive marketing and 'fantastic' late reductions on stand space can sound attractive but don't lose sight of the fundamentals. If the event doesn't put you in front of the right kind of audience, you'll be wasting your money however big the discount.



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THE RIGHT REASONS ARE LARGELY COMMON SENSE.

- The event gives you access to potential new clients; decision-makers at the appropriate level within organisations that could genuinely benefit from working with you.
- The expected visitor numbers and delegate profiles mean you should see enough traffic to make cost effective use of your time. Ultimately, exhibiting is about making a return on investment.
- The event format allows you to present your business in a positive and appropriate way - e.g. with seminar opportunities if you want to present your firm as an expert in its industry.
- The event has a proven track record. Ideally, you should have firsthand experience of attending an event before deciding whether to exhibit. You need to get a feel for the way it is organised, the visitor profile, the general 'buzz' and any added benefits that other events might not offer.
- The event is affordable. You'll never be short of options when it comes to spending your sales and marketing budget, so whatever event you choose needs to be cost effective. If the evidence suggests it will be a good mechanism for reaching new prospects more cost effectively than via other channels, then it's going to be worth investigating.

COMMON SENSE

IN OUR NEXT PRESENTATION...

We'll be looking at "The Six Ps" of exhibition planning; in other words, what preparations you can make to maximise your chances of success as an exhibitor.

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