

# BEFORE THE EXPO, THE 6P'S

## #2 OF 36

### EXHIBITOR TRAINING VIDEO



When you think about all the tasks you need to complete in readiness for an expo, it can quickly start to feel like a whirlwind. Yes, there's a plethora of activities to consider, but fear not: we have encompassed all the key areas using a framework called "The Six P's." We designed this by placing a strong emphasis on the key priority areas required as part of an overall strategy to help generate the ROI.

We'll be examining each of the following elements individually in our next few blog posts, but if there's only one message that you take away today, let it be this:

*'Spend more time on preparations before the event so you can be ready to maximise your ROI at the event.'*

## SO WHAT ARE THE SIX P'S?

1. Plan

4. Pre-Event Promotion

2. People

5. Print & Merchandise

3. Prospects

6. Paperwork

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### 1. PLAN

In our next posts, we'll talk about planning the ROI; why and how we do it. If you're hoping for a serious return, then you'll need to define your goals and give yourself the time to do things right. It's the training and hard work you do before the event that prepares you for the day. Let us break it all down for you.

### 2. PEOPLE

People make the difference at any exhibition, but it's not all down to confidence and natural charisma. Effective training, goal setting and intelligent task-delegation can all make a big difference.

### 3. PROSPECTS

Further ahead, we'll be looking at how to identify prospects and how to invite and arrange appointments.

### 4. PRE-EVENT PROMOTION

Publicity is essential for exhibitors, but the choices are often bewildering - and expensive. Here, we'll be exploring different marketing channels, how they work and how best to use them. Remember that the ultimate aim is to encourage footfall to your stand and to kindle a genuine interest in what you do.

### 5. PRINT & MERCHANDISE

You'll be familiar with the sorts of materials that exhibitors use - everything from display stands to literature; branded workwear to promotional goods. In this simple review, we'll be giving you an insight into which of them could work for you, and how you ought to be utilising them.

### 6. PAPERWORK

Here, we will share the 3 most important pieces of paperwork every exhibitor needs.

### IN OUR NEXT PRESENTATION...

So this is what our next few posts will be about. Look out for the next one: it's all about the plan...

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