

DURING THE EXPO: SELFLESS

#17 OF 36

EXHIBITOR TRAINING VIDEO

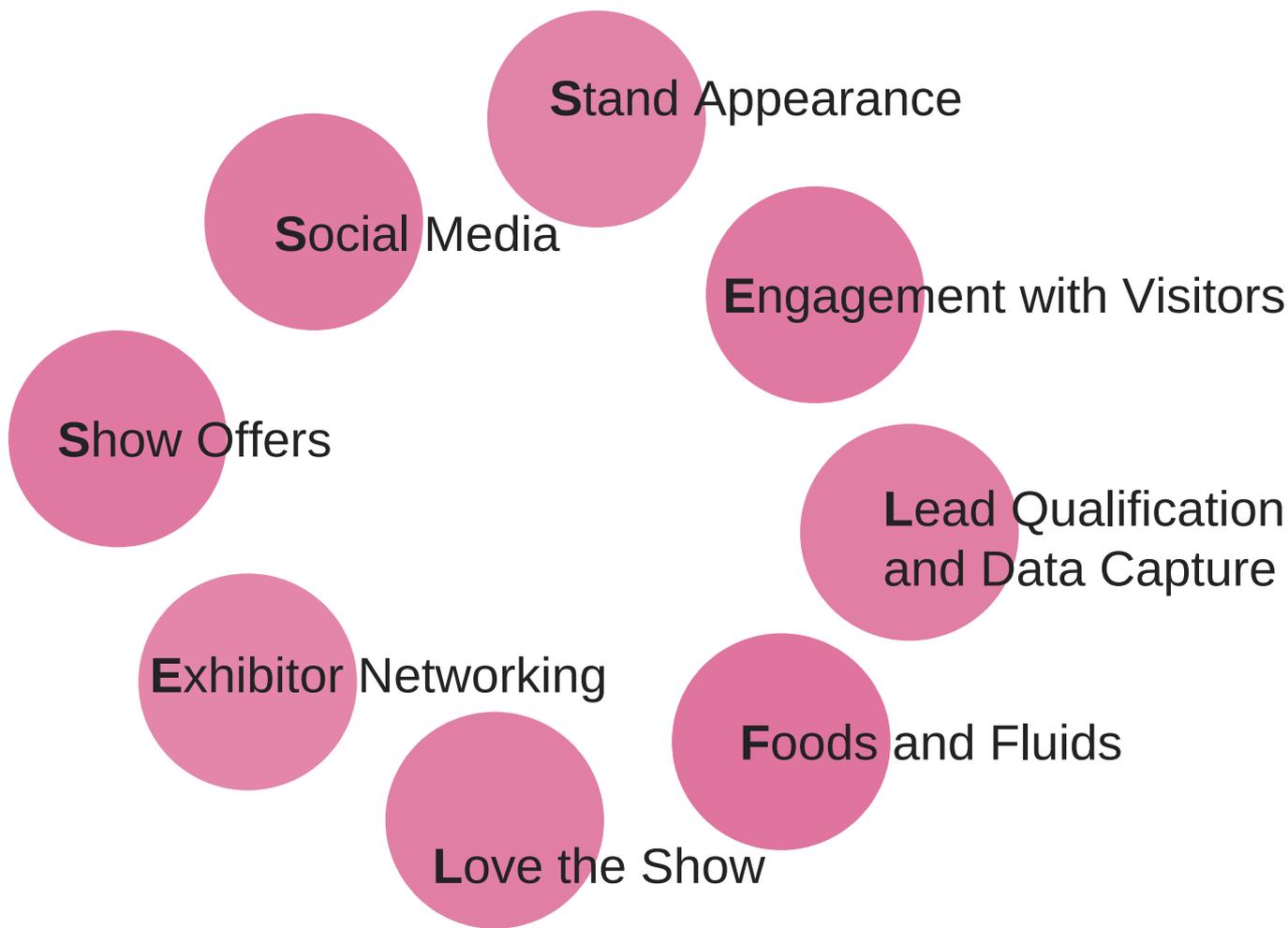


You've arrived at the expo, and today is the day. So, how will you spend your time? And what do you need to do to make the expo work for you? To help with this section of the training, we have created a framework called SELFLESS.

'A useful acronym, SELFLESS is designed to help you get the most out of every expo.'

SELFLESS covers all the key aspects of your time at the show. We'll cover each of them separately in the next few articles, but here's a brief overview:

SO WHAT IS SELFLESS?



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S: STAND APPEARANCE Remember the 3-second rule about stand design? You don't have long to make an impression, so appearances really matter. When it comes to messages, focus on clarity, brevity and benefits.

E: ENGAGEMENT WITH VISITORS Be proactive in engaging with passers-by. Use eye contact, appropriate body language and facial expressions to make that first connection and start conversations.

L: LEAD QUALIFICATION AND DATA CAPTURE Apply a structured approach to asking visitors the right questions and capturing accurate data.

F: FOODS AND FLUIDS Don't forget physical well-being - yours and that of your exhibition team. Know your limits and remember that people are never at their best when they're tired and hungry.

L: LOVE THE SHOW Enthusiasm attracts people, so do all you can to keep your team excited, motivated and passionate throughout the event.

E: EXHIBITOR NETWORKING Expos aren't just an opportunity to meet visitors; use the time to make friends with fellow exhibitors, too.

S: SHOW OFFERS Exclusive offers encourage engagement. Give your visitors incentives to act within a specified time frame.

S: SOCIAL MEDIA Social media is magnifier. It can boost your profile and increase footfall to your stand.

SUMMARY You've done all your preparations. Now we need to put everything into action. The SELFLESS framework is a useful aid in helping us remain focused on ROI throughout the day.

NEXT: STAND APPEARANCE

FOLLOW US...

In our next module, we will be looking at the first letter of SELFLESS: S for Stand Appearance. What can you do to maximise visitor interest in just three seconds?



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