

DURING THE EXPO: SELFLESS – STAND APPEARANCE #18 OF 36

EXHIBITOR TRAINING VIDEO



The Three Second Rule

We shared the three second rule in Episode 13. You'll recall that in just three seconds, your stand display must convey your company name, what you do and at least one benefit.

'Imagine you are running a shop. Your exhibition stand is your shop window; your opportunity to encourage visitors to come inside.'

So how do you make that shop window as attractive and appealing as possible?

COMPANY NAME

Visitors will want to know who they're talking to. Your logo and company name will have to be clearly visible, preferably positioned at the top of the stand. It should be easy to read and have space around it to give it visual prominence.

WHAT YOU DO

Explain what your organisation does using very few words. Keep it simple and memorable. Avoid using technical jargon. Give this serious thought; visitors will use this description to decide whether what you offer is relevant to them.



ONE BENEFIT (OR MORE)

You may be able to incorporate this into 'what you do'. Benefits could include saving time, or money, or peace of mind. This should be the reason why visitors stop at your stand to learn how you can help them.

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OTHER CONTENT

Include relevant imagery and contact details on the stand. As a minimum, include your telephone, website and email address. Social media handles will encourage visitors to follow and interact with you online.

OTHER CONSIDERATIONS

Visitors will start from left to right when viewing the stand, so bear this in mind when designing and positioning your display. In everything you present, try to maintain consistency in your branding and your key messages, whether it's clothing, literature, workwear or merchandise. This consistency will help when engaging with visitors, especially when it comes to delivering a clear message.



SUMMARY

Your stand appearance is a great way to communicate who you are, what you do and how you can help your customers. Do all you can to be visible to passers-by and those looking on from further away. Making the right first impression is important to encourage visitor engagement.

NEXT: ENGAGEMENT

In our next article, we will be looking at the second letter of SELFLESS: E for Engagement. We'll look at issues such as eye contact and body language, and how they can encourage interaction.

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