

DURING THE EXPO: SELFLESS – ENGAGEMENT WITH VISITORS; GAMES, COMPETITIONS AND PRIZE DRAWS #21 OF 36

PRIZE DRAWS

At a minimum, every exhibitor should have a prize draw to encourage visitors to leave their cards. Make sure they have agreed to be contacted by email. Announce the winner at the show if possible and promote them on social media. But most importantly, let all the visitors know who has won and give them an incentive to stay connected.

FOOD & MERCHANDISE

Offering food and drinks is another great way to encourage visitor interaction, as is having promotional merchandise at the stand. Free giveaways always go down well. What you offer and how much budget you allocate will depend on the nature of the event and the visitor profile. (Note: we covered merchandise in an earlier session - blog #12.)

SUMMARY

Whether you use games, competitions, prize draws, food or promotional merchandise to increase visitor interaction, the focus will remain the same throughout identifying legitimate prospects through effective visitor engagement. That, in turn, will improve your chances of generating a higher return on investment.

NEXT: LEAD QUALIFICATION

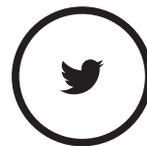
Our next blog topic will look at the third part of our acronym, SELFLESS. L stands for Lead Qualification and Data Capture. This will be the single most important thing you will do on the day of the expo.



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