

AFTER THE EXPO, FAB BOOK EARLY #35 OF 36

EXHIBITOR TRAINING VIDEO



The advantages of booking early for expos are usually overlooked. If you enjoyed your last event and generated a good ROI, then why not book early and start your planning? In this post, as well as covering the benefits of booking early, we also want to spend time explaining the importance of thanking everyone and how you can use social media to complete the project.

'By booking early, not only do you benefit from a discounted price - you get priority on choosing the location of your stand. Importantly, it also gives you maximum time to plan for the next event.'

Booking early usually involves paying a small deposit. You can then add the event into your organisation's calendar and diaries, review your previous notes, and start chasing the best possible prices for everything from print work to accommodation. Spend time with the team; be creative and brainstorm how you can make the next event an even bigger success.

Booking early helps you plan your marketing strategy and generate maximum exposure. It gives you time to add prospects to the invitation list, to meet suppliers and make sure you understand all the relevant lead times. In short, it helps you to plan better to achieve your ROI.



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THANKING EVERYONE

As well as thanking the team for their support at the event, it's good practice to thank everyone who was involved in your journey - from suppliers to other internal staff, from fellow exhibitors to the event organiser. Show appreciation to anyone who played a helping part in the process. This is not just a great way to strengthen relationships; it can be extremely helpful when you require their support again.

SOCIAL MEDIA

For those organisations that have used social media as part of the Expo journey, then a great way to end the project is to share some social media content thanking everyone on online. Share images from the expo, tagging in relevant connections, and let people know you are always open for business.

SUMMARY

Planning for a successful expo demands thought, creativity and organisation. After everything that you put into it, make sure you finish strongly; then turn your attention to the future.

This brings us to the end of our Exhibitor Training tutorials. We hope you've enjoyed learning about the 6Ps - what to do before the expo; SELFLESS - what to do during the event; and of course, FAB - what you do after the expo.

NEXT: LIVE FROM THE E3 EXPO

Our next and final post in this series will be recorded at our very own E3 Business Expo, where we will be sharing why we produced these videos and what happens next.

Please join us then.

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