



Present

High-Impact Pre-Show Planning

How to Manage Your Exhibit Program for Improved Results

Webinar Discussion Points Include...

1. The importance of bringing more strategic planning into your pre-show planning
2. The proper timeframes for pre-show planning
3. Why and how to get stakeholders involved
4. How to align exhibiting goals with attendees needs
5. The 15 word strategy statement challenge
6. Exhibiting by Objectives planning process
7. The action steps to create a written action plan to ensure exhibiting goals are achieved

2 Outcomes an Effective Exhibit Program Should Deliver



Planning for Results

- Tradeshows are a BIG investment of financial and human capital.
- To get real value and return on investment you must _____ thoughtfully, execute carefully and measure _____.
- “If you fail to plan, you’re planning to fail.”
- FACT: ____% of exhibitors set no specific objectives for tradeshows.
Source: EXHIBITOR magazine.

Two Sides to Planning

Logistics

- Stand/Booth, Graphics, etc.
- Freight
- Show Services
- Install & Dismantle
- Products
- Staff Travel/Lodging
- Routine Communications

Average
exhibitor
spends
95% of pre-
show time

Strategy

- Stakeholder Buy-in & Support
- Show Analysis
- Audience/Target Market Analysis
- Goals & Objectives
- Targeted Pre/At-show Marketing
- Managing Visitor Experience
- Staff Selection, Prep and Training
- Lead Management
- Measurement & Reporting
- Learning & Improving

GET THROUGH

GET FROM

7 Logistical Best Practices

1. Read the exhibitor service kit carefully
2. Pad your deadlines – plan ahead!
3. Pad your budget
4. Delegate, but don't _____
5. When exhibiting internationally, pay careful attention to customs, costs and culture
6. Negotiate
7. Bring copies of all important documents

- Visit EXHIBITOR Magazine website for more information
<http://www.exhibitoronline.com/topics/>

When Should You Start?

- ✓ Annual Marketing Plan – end of year
- ✓ Annual Tradeshow Plan – end of year
- ✓ Show Specific Planning - at least ____ weeks before the show

Free 16 Week Planning Tool

To receive your FREE planning tool, please send an email to: Jefferson@tradeshowturnaround.com

16 WEEK TRADESHOW ACTION PLAN															
Company Name															
Plan Information															
Prepared By										Date Prepared					
Tradeshow Information															
*** Read the Exhibit Manual carefully, schedule all action dates. Note deadlines for "early bird" discounts and allow lead time. ***															
Show Name										Show Dates					
Show Organizer										Total Exhibit Hours					
Show Venue										Budget For This Tradeshow					
Target Audience										Expected # of Target Audience					
Description															
Show Notes															
SMART Exhibiting Goals Specific - Measurable - Action oriented - Realistic - Time bound															
Goal # Ideally you should strive for at least three goals - you can insert rows to add more goals. Owner Accomplished?															
1															
2															
3															
Featured Products/Services: New Products - Addresses Top of the Mind Issue - Pillar Products															
Product/Service										Features/Benefits			Show Special		Sales Support Materials
1															
2															
3															
16 Weeks Prior to Show Date															
Exhibit Property, Graphics, Show Services															

Who Are Your Internal Departmental Stakeholders?

- ✓ Marketing
- ✓ Sales/Customer Relationship Management
- ✓ Product Management
- ✓ _____ Management
- ✓ Other?

How to Get Stakeholders Involved

Interview or schedule a strategic planning meeting:

- ✓ What are their departmental goals & objectives?
- ✓ How can we better use the exhibiting opportunity to support their objectives?
- ✓ What support can/will they provide?
- ✓ How will they _____ the success of the exhibit?

3 Steps to Develop Your 15 Word Strategy Statement

1. Write a narrative based on this template:

Once upon a time there was (insert your target customer)...

Every day he/she (insert his/her frustration or job to be done)...

One day we developed (insert the product/solution and the 2-3 things key things it does)...

Until finally (insert end result for the customer compared to competition)...

2. Distill it down to around _____ words.
3. Use the statement as a guide to develop your exhibit experience

➤ <https://hbr.org/2014/04/how-to-execute-a-15-word-strategy-statement/>

Align Your Goals with Attendee's Needs

1. Goal: Understand goals & needs of _____ attendees
 - Why do they attend? Learn – Network – Sourcing
 - What current challenges are facing your audience?
 - What information and types of experiences will increase their engagement with your company?
2. Design booth/stand and event experience to support their goals and needs
3. Consider both new and/or nurturing existing relationships

The Most Important Question

When the show closes,
6 to 9 months after the event,
How will we know we _____?

(EBO) Exhibiting by Objectives Process



(EBO) Exhibiting by Objectives Process 6 Step Planning Process

1. Analyze show audience to determine which _____ to feature. Determine what sales, marketing and relationship objectives you have based on show audience and featured solutions.
 - Who attends the show?
 - Who is our ideal visitor within the overall show audience?
 - What challenges are they facing that we can help them solve
 - What solutions should we feature in our exhibit?
 - What marketing, sales and _____ objectives and goals are we trying to support or accomplish?

2. Identify Top Reasons for Exhibiting.

Top 4 Reasons Companies Exhibit

1. Market visibility presence/awareness
2. Branding
3. Lead generation/business development
4. New product introduction

SALES

- High-Value F2F Meetings
- Demonstrate Products/Svcs.
- Lead Generation
- Advance Sales in Pipeline
- Sales Orders (at - post)
- New Client Acquisition
- Cross Sell Existing Clients
- Support Distribution
- Conduct Sales Meetings
- Product/Staff Training

MARKETING

- Drive Qualified Traffic
- Lead Generation
- Introduce New Products
- Educate
- Increase Market Share
- Brand Awareness
- Positioning/Differentiation
- Create Preference
- Build/Maintain Visibility
- Test Market
- Enter New Markets
- Media/Public Relations
- Competitive Research
- Thought Leadership

RELATIONSHIP

- Customer Support
- Industry Support
- Hospitality Events
- Time of Possession
- Media Relationships
- Networking
- Key Opinion Leaders
- Bloggers
- Cross Promoting with Other Exhibitors
- Recruiting
- Source Vendors

Our top exhibiting reasons in each area:

List of 100 Possible Show Objectives & Metrics

Source: Shepard Exposition Services-Exhibitor Guide to Success

1. Sell products and services on the show floor
2. Gather qualified leads for post-show follow-up
3. Introduce new products or services to a market
4. Demonstrate new products or services
5. Open new markets
6. See buyers who are not usually accessible to sales personnel
7. Find the decision makers
8. Understand prospects decision-making process
9. Support the decision influencers
10. Be compared to the competition
11. Solve customer's problems
12. Find dealers, reps and agents
13. Develop leads for dealers, reps and agents
14. Create customer lists
15. Reach your customers at a low cost per call
16. Distribute product samples to your market
17. Reinforce your marketing plans
18. Distribute product or service information
19. Introduce a new service
20. Showcase new products and services
21. Establish business relationships with international buyers
22. Introduce new products and services
23. Support dealers, reps and agents
24. Influence customer attitudes
25. Create high ROI opportunities
26. Find new business location possibilities
27. Host special industry hospitality events
28. Market research for future product developments
29. Introduce new production methods
30. Direct influence on decision makers
31. Reduce sales costs
32. Entertain special customers
33. Distribute promotional tools
34. Have a portable showroom
35. Introduce product uses through audio or video programs
36. Interact with a highly targeted audience
37. Give your prospect an opportunity to experience your product/service
38. Open doors for future sales calls
39. Present live product demonstrations
40. Introduce support services
41. Create a three dimensional sales presentation
42. Open foreign markets quickly
43. Demonstrate non-portable equipment
44. Shorten the buying cycle
45. Relate to the competition
46. Generate excitement for new products/services
47. Enhance word-of-mouth market
48. Find other exhibiting opportunities
49. Overcome unfavorable publicity
50. Demonstrate new usages of existing products or services
51. Give your audience an opportunity to meet the experts
52. Give your CEO an opportunity to meet your customers
53. Meet your buyers face to face
54. Learn about your competition
55. Obtain feedback on new products
56. Obtain feedback on existing products
57. Conduct market research
58. Educate dealers, reps and agents
59. Find personnel
60. Educate personnel
61. Reinforce company image to a market
62. Establish a new company image with a market
63. Support your industry
64. Highlight new products and services to the media
65. Highlight new company initiatives to the media
66. Diffuse customer complaints
67. Conduct a sales meeting
68. Support corporate theme programs
69. Introduce a new promotional program
70. Educate your customers
71. Introduce new techniques
72. Re-position your company in a market
73. Change the perception of your company in a market
74. Expose new employees to an industry
75. Learn new industry trends
76. Network with colleagues
77. Network with industry professionals
78. Demonstrate your commitment to a market
79. Gather competitive intelligence
80. Attend the show functions
81. Develop strategic relationships
82. Find new business opportunities
83. Uncover joint venture opportunities
84. Unveil licensing opportunities
85. Determine the effectiveness of marketing and promotion campaigns
86. Have company experts showcased at seminars and workshops
87. Influence industry trends
88. Build sales force morale
89. Understand/uncover your customer attitudes
90. Give the "behind the scenes" personnel a chance to meet the customer
91. Introduce community awareness initiatives
92. Find ways of reducing exhibiting costs
93. Developing new marketing techniques
94. Creating an image for your company
95. Publicize company associations
96. Explain the effects of corporate changes
97. Bring your senior management closer to your customer
98. Increase corporate profitability
99. Explain new programs
100. Round out corporate marketing mix

(EBO) Exhibiting by Objectives Process

6 Step Planning Process

3. Convert Reasons to SMART Goals

- Specific
- Measurable
- Action Oriented
- _____
- Time bound

EXAMPLE: By show closing time, we will capture at least 50 qualified leads.

ACTION: Write a SMART goal for each reason.

1. Reason: _____

SMART goal: _____

2. Reason: _____

SMART goal: _____

3. Reason: _____

SMART goal: _____

(EBO) Exhibiting by Objectives Process 6 Step Planning Process

4. Create Written Action Plans
 - Elements of a written plan
 1. SMART goal
 2. Strategy statement
 3. List actions
 4. Responsibility/involvement in each action
 5. _____
 6. Money
 7. Measurement points and metrics

5. Communicate the plan to everyone involved
 - Make sure everyone knows the goals, their _____, actions and checkpoints

6. Measure Activity and Results.
 - Set checkpoints pre, at and post show.
 - Keep the team updated on progress and results

What were the three most important ideas you learned in this webinar?

1. _____
2. _____
3. _____

SPE Commitment to Exhibitor Education & Success Online Exhibitor Knowledge Portal

- Exhibitor Success & ROI Center:
 - Live and re-playable webinars
 - “How-to” exhibiting article series
 - “Ask the Tradeshow Expert” email Q&A
 - * If you are viewing the webinar replay, you can submit questions to Jefferson Davis through The Ask the Tradeshow Expert Email Q&A.

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<http://www.spe.org/sales/exhibitor-success.php>

