



*Present*

# How to Improve Your Exhibiting Productivity & ROI by Applying the *Exhibit Marketing Process*<sup>TM</sup>

## **Topics Include:**

- 3 Important Expert Insights
- Two Important Outcomes Senior Management Wants Your Exhibit Program to Deliver
- Overview of the Exhibit Marketing Process
- 8 Principles and 8 Strategic Practices
- 40 Ideas and Actions You Can Apply

### 3 Important Expert Insights

1. *“Only two things drive revenue: Marketing and Innovation... everything else is an expense.” – Peter Drucker*
2. *"If you can't describe what you are doing as a process, you don't know what you're doing." – W. Edwards Deming*
3. *“Almost all quality improvement comes via simplification of design, manufacturing, layout, processes, and procedures.” – Tom Peters*

**DO YOU HAVE A WELL-DEFINED PROCESS?** Yes - Somewhat - No

### Two Important Outcomes Senior Management Wants Your Exhibit Program to Deliver



<b>Exhibit Marketing Process™</b>				Competitive Edge™ <small>"exhibiting excellence"</small>			
Exhibit Marketing Process™ is a proven-effective systemic framework outlining the STRATEGIC factors an exhibitor must address to design and execute an effective exhibit program that							
Visibly Supports Core Business Objectives and Delivers Measurable Financial Value Beyond Cost.							
PRE-EVENT				DURING EVENT		AFTER EVENT	
<b>Select</b>	<b>Align</b>	<b>Design</b>	<b>Attract</b>	<b>Engage</b>	<b>Capture</b>	<b>Follow-up</b>	<b>Measure</b>
the right and best events	exhibiting reasons w/company goals	a valuable, interactive visitor experience	enough of the right people	visitors, impress and discover opportunity	information rich leads w/committed next actions	convert visitor commitments to actions	performance, value, ROI & key lessons to improve

## **INSIGHTS on Selecting**

- **Principle:** Be in the right shows, at the right levels, for the right reasons.
- **Practice:** Use a thorough show analysis and selection process.
- ✓ **Key Ideas:**
  1. \_\_\_\_\_ show attendance is not the most important number.
  2. The number of people that match your Ideal Visitor Profile is the most important number.
  3. Go “inside the numbers” to understand attendee demographics, interests and behaviors.
  4. Understand \_\_\_\_\_ of the event:
    - Educational
    - Technical/Scientific
    - Social/Relational
    - Buy/Sell
  5. Determine how easy the organizer makes it to identify, access and interact with attendees
    - ✓ Specific and verified attendance numbers
    - ✓ Access to pre-and post-show attendee lists
    - ✓ Number of exhibiting hours and number non-competing
    - ✓ Speaking and presentation opportunities
    - ✓ Targeted marketing and sponsorship opportunities
    - ✓ Year-round visibility and engagement opportunities
  6. Base total \_\_\_\_\_ and booth size on number of people in the show audience that match your profile.

## **INSIGHTS on Aligning**

- **Principle:** Align reasons for exhibiting with corporate objectives and set clearly defined exhibiting \_\_\_\_\_.
- **Practices:** Communicate with internal company stakeholders and apply the Exhibiting By Objectives process.
- ✓ **Key Ideas:**
  1. Marketing, Sales and Customer Relationship Management are the big \_\_\_\_\_ drivers.
  2. Talk to departmental stakeholders to determine what their specific goals and objectives are for the next 12 to 24 months.

## **INSIGHTS on Aligning**

3. Identify reasons for exhibiting that directly support their stated goals and objectives.
4. Reasons are \_\_\_\_\_!!! You must convert them to SMART goals.
5. Each goal must have a written action plan.
6. The plan must be communicated to the exhibit team.
7. The exhibit team must be given \_\_\_\_\_ for specific outcomes relating to the goals.
8. There must be pre-, at and post-show checkpoints to measure activity, progress, and achievement of each goal.

**DOWNLOAD:** *16 Week Tradeshow Planning & Management Tool*  
**DO:** *Define Your Outcomes Strategic Planning Exercise*  
**WATCH:** *Thrive Live Webinar and How to Tackle Top Challenges Facing Exhibitors Right Now Webinar*  
**READ:** *PLANNING & COST CONTROL Articles*

## **INSIGHTS on Designing**

- **Principle:** Where the value is clear the decision is easy!
- **Practice:** Create a valuable and highly-interactive visitor experience.
- ✓ **Key Ideas:**
  1. Understand why people attend trade shows.
  2. Design visitor experiences to address their primary reasons for attending.
  3. Determine what you want the visitor to DO, KNOW and REMEMBER during and after their visit.
  4. Design your visitor experience to be \_\_\_\_\_:
    - See?
    - Hear?
    - Do?
    - Learn?
    - Give feedback?

**DO:** *Manage Your Visitors Experience Strategic Planning Exercise*  
**WATCH:** *How to Make Your Exhibit Standout From the Crowd Webinar*  
**READ:** *DESIGNING YOUR EXHIBIT & VISITOR EXPERIENCE Articles*

## INSIGHTS on Attracting

- **Principle:** Attract enough of the right attendees.
- **Practice:** Develop and execute a well-designed pre- and at-show marketing campaign
- ✓ **Key Ideas:**
  1. Identify who the right people are for you.
  2. Calculate how many people you have capacity to interact with.
  3. Develop an \_\_\_\_\_ value proposition.
  4. Communicate your value proposition at spaced intervals through as many channels as possible.
  5. Integrate NCBA exhibitor marketing programs.
  6. Include a clear call to action in all communications.
  7. To increase response rates, offer a compelling \_\_\_\_\_ for visiting and/or scheduling an appointment.

**DO:** *Identify & Attract Your Ideal Visitor Strategic Planning Exercise*  
**WATCH:** *Building Brand Awareness & Driving Qualified NCBA Booth Traffic Webinar and Integrating Social Media Into Your Exhibit Program Webinar*  
**READ:** *PROMOTING YOUR PARTICIPATION Articles*

- NCBA Sponsorship & Promotional Opportunities:



**Sponsorship Prospectus:**  
<https://convention.ncba.org/utility-menu/sponsors>

Email: [corporaterelations@beef.org](mailto:corporaterelations@beef.org)

## **INSIGHTS on Engaging**

- **Principle:** Quality engagement builds rapport, deepens relationships, builds trust, preference and loyalty.
- **Practice:** Carefully select and \_\_\_\_\_ your booth staff to more effectively manage visitor interactions.
- ✓ **Key Ideas:**
  1. People use trade shows to \_\_\_\_\_ the people behind brands.
  2. People make judgements about your company and products based on their experience with your people.
  3. Success strategy: Best People Forward!
  4. The exhibiting environment is different and challenging.
  5. \_\_\_\_\_ booth staffers make behavioral and communication errors that limit traffic, reduce lead quantity and quality, and can negatively impact brand reputation.
  6. Key information and skills that must be trained:
    - ✓ Environmental differences
    - ✓ Rules of Exhibitorship
    - ✓ Engaging and Disengaging booth visitors and attendees
    - ✓ Gain quick understanding
    - ✓ Deciding which products to present
    - ✓ Delivering concise, informative and persuasive messaging and presentations
    - ✓ Getting visitor feedback to determine presentation and messaging effectiveness
    - ✓ Capturing more visitor information
    - ✓ Gaining visitor \_\_\_\_\_ to the next action
    - ✓ Managing customer meetings and hospitality events
    - ✓ Taking advantage of the complete event opportunity

**WATCH:** *Secrets of the Aisles: Interaction Skills Every Booth Staffer Needs to Know Webinar*

**READ:** *PREPARING YOUR STAFF Articles*

## INSIGHTS on Capturing

- **Principle:** Information is Valuable!
- **Practice:** Identify visitor touch points and capture \_\_\_\_\_ information.
- ✓ **Key Ideas:**
  1. You may never have this chance again!
  2. Review what information you currently capture and how.
  3. Identify what \_\_\_\_\_ information would be useful to capture.
  4. Ask your salespeople, dealers and distributors what info they value.
  5. Develop structured \_\_\_\_\_ to elicit the information.
  6. Integrate questions into capture devices.
  7. Use show lead capture system. Located on Exhibitor Resources & Tools web page.
  8. Train your staff on asking the questions and using capture devices.

**DO:** *Manage Your Leads Strategic Planning Exercise*

**WATCH:** *Improving Tradeshow Lead Management for Higher Sales Conversion Webinar*

**READ:** *MANAGING YOUR LEADS Articles*

## INSIGHTS on Follow-Up

- **Principle:** Be there when the buyer is ready to buy!
- **Practice:** Develop a follow-up system to deliver on promises and stay in front of target customers for as long as it takes.
- ✓ **Key Ideas:**
  1. Lead quality = Capture more information + commitment to \_\_\_\_\_
  2. First responders win the majority of deals! (Harvard Business Review)
  3. Grade leads by quality and assign priority - A/B/C – Hot/Warm/Cold
  4. Design and automate follow-up tracks by priority
  5. Use multiple marketing media
  6. Add value by sharing useful information – not just selling!
  7. Use the principle of Accelerating Discontent
  8. Create engagement opportunities: polls, surveys, social media groups, webinars, events



## INSIGHTS on Measuring

- **Principle:** What gets measured gets done and \_\_\_\_\_.
- **Practice:** Develop metrics, data capture points and a post-event reporting process.
- ✓ **Key Ideas:**
  1. Ask senior management what information they want to see.
  2. Things to measure:
    - Event budget vs actual spend
    - Where you saved money
    - How well exhibit was executed
    - Progress on stated goals
    - Where value was generated
    - Return on investment: Short and long term
    - Lessons to improve going forward
  3. Create a \_\_\_\_\_ post-show report and use across all shows.
  4. Include an executive summary.

**DOWNLOAD:** *Exhibiting & Financial Performance Metrics Tool*

**DO:** *Measure Your Performance, Results & ROI Strategic Planning Exercise*

**WATCH:** *Inside the Exhibiting Numbers Webinar*

**READ:** *MEASURING YOUR PERFORMANCE, VALUE & ROI Articles*

## NCBA Exhibitor Success & ROI Center



**VISIT OFTEN & SHARE WITH YOUR TEAM!**  
<https://convention.ncba.org/utility-menu/exhibitors/roi-center>



## What were the three most important ideas learned today?

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_

### About Your Expert Presenter

**Jefferson Davis, President, Competitive Edge  
The Tradeshow Productivity Expert <sup>tm</sup>**

Jefferson is President of Competitive Edge, a highly-specialized consulting and training firm on a mission to *inspire, lead* and *direct* businesses on how to more effectively use exhibiting to visibly support core business objectives and generate measurable financial value, far beyond cost.



His mission is achieved by challenging companies to re-evaluate limiting perspectives about exhibiting and getting them focused on precision execution of five critical exhibiting success factors.

**Jefferson is available to personally help companies implement the  
Tradeshow Turnaround philosophy and practices.  
Call 800-700-6174 in the US or 704-814-7355 and visit  
[www.tradeshowturnaround.com](http://www.tradeshowturnaround.com)**