

## **Tips on how to make the most out of your time at the BC Poultry Conference 2019**

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### Preparation Phase

Questions to ask to yourself to enhance your exposure and the attendees level of satisfaction:

- Why are you here?
- Which message do you want to bring across?
- What is your primary goal to Exhibit

Attendees have decision making influence! They don't just go around to see the show, make sure you understand and engage them:

Attendees are potential customers, make sure to meet their expectations:

- Current information
- Evaluate and compare products
- Hands on interaction and demos
- Education

### Design your Exhibit Table

What does a well—designed table look like?

Your Exhibit space should help you facilitating engagement and communication

- **Its inviting** – Add whimsy and an open atmosphere
- **It's entertaining** – Have an activity or hands on demo, get attendees involved
- **It's educational** – What can you bring in to educate delegates?
- **It's memorable** – Incorporate themes for your products and services, use multi-sensory components to create an environment tied to your message Have a message you want to deliver

How can you create a F2F experience that's available only in your booth?

- Hands on demos
- Ask questions and develop relationships to tie your product / service to their needs
  - What you looking for in \_\_\_\_?
  - What is your challenge with \_\_\_\_?
- Create a visual game to promote your message – gamification is a trend right now!

What makes a good booth staffer?

- Knowledge of product / services
- Approachable

- Good communicator – Listen more, talk less
- Good at time management – Don't get sucked into long conversations
- Qualifies attendees – Understands your attendees - Their level of interest, timelines & budget

#### Does and Don'ts of staffing

- You shall not sit
  - Stand and engage! You don't want to look lazy and disengaged
  - Wear comfy shoes
- You shall not create barriers to traffic
  - Don't block access to you!
- You shall not eat or drink
  - People don't want to talk to you if you're eating
- You shall not accost people in the aisles
  - Attract people, don't attack people – stay in your booth space
- You shall not talk to your co-workers or on cell phones
  - If you need to be on your phone, best to do it away from booth, otherwise it sends a message that you're not interested in talking
- You shall not put your hands in your pockets
  - Bad body language, gives the appearance you're bored
- You shall not put out every piece of literature you have
  - It creates clutter

#### After the Show

##### Importance of Following UP!

- 80% of trade show leads aren't followed up
- Manage leads as a result of GDPR
  - You need documented consent from attendee to be contacted
  - Business card / badge scan is not automatic consent for future marketing
  - Inform them what data you're collecting and why

#### Five follow up keys

- **Timely**
  - First follow up should be within 48 hours, a thank you email and confirm what's next
  - Next step should be within 10 days (whatever you promised to send them)
  - Final follow up -30 days. If you sent them a package, follow up after
- **Personalized** – Don't be general, remember your interaction and recall it in your follow up
- **Reinforce** – What you talked about in your booth, focus, theme on your exhibit
- **Satisfy** – what did they ask you? Are you doing what they asked? (you're sending a document requested, sample, etc)

Nurture them!



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- Send education based follow up, not everything has to be a sales document or pitch. Send them info based on their challenges or interest
- Invite them to an event near their region/city