



Tip of the Month

Secrets to Trade Show Planning and Preparing

1. Develop an overall message or theme.

While developing your promotional plan, special events, and media relations, you'll need to keep a consistent theme throughout each piece. This will help reinforce your message to prospects as well as enable them to better recall who you are.

2. Use graphics to enhance your message.

Graphics are used to create interest, focus attention, and tell visitors about your product or service. In just three to five seconds, graphics need to communicate who you are, what you do, and how customers can benefit. Graphics are often the first impression an attendee has of an exhibitor, so it's important to make the right statement. Consider size -- bigger in this instance is oftentimes better!

3. Develop a follow-up system.

Whatever system you use, ensure follow-up is prompt, within three to five days after the show. The quickest follow-up occurs when you input lead information into a computerized system and transmit it immediately for fulfillment. If you don't follow up, your competition will. There are several good lead management software applications on the market. Find one that fits your needs or consider designing your own - the simpler the better. Decide what kind of questions you will receive and how to respond to them. Consider different follow-up methods for the various types of visitors, e.g. prospects with an immediate need, prospects interested in buying within the next six months, or prospects who are only partially interested.