



FUTURE SURGERY

1-2 OCTOBER 2024
EXCEL · LONDON
FUTURESURGERYSHOW.COM

IN PARTNERSHIP WITH



Royal College
of Surgeons
of England

ADVANCING SURGICAL CARE

Co-located with:



ACUTE & GENERAL
MEDICINE



ANAESTHESIA
& CRITICAL CARE

Organised by:



CloserStill

Marketing Manual

Here are 3 simple steps
you can take to enhance
your presence in the run
up to Future Surgery.

Promoting yourself as early
as possible ensures your
brand gets maximum visibility
among potential customers,
giving you a handy head-
start over your competitors.

www.futuresurgeryshow.com



@future_surgery



futuresurgeryshow



future-surgery-show

#FS24

Your 3-Step Guide To Show Success



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1 Use the Exhibitor Zone (E-Zone)

Use the E-Zone to:

- Upload your company logo
- Fill out your online profile – a short paragraph about your organisation will be listed on the website. Delegates will see it, so make sure it stands out!



! Deadline: Friday 30^h August

*Complete this step ASAP
for maximum exposure.*



Your social media banner

You can find your personalised exhibitor banner under the menu bar on the E-Zone – you can use this for promotional purposes.

Contact a.toma@closerstillmedia.com for any other marketing enquiries.



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2 Get social and make your stand a delegate magnet

You can count on us to get your target audience through the doors of the event, but why let us have all the fun? Join forces with us in our promotional efforts to make sure as many delegates as possible visit your stand. The quickest, easiest way to get promoting is through social media.



f Facebook

- Posting on **Thursdays and Fridays gives 18% more engagement** than Monday–Wednesday and weekends
- Facebook recommends posting **at least once a day / 5 times a week** to stay relevant
- Use Facebook **video messages** as an engaging, visual way to get your message across.

X (formerly Twitter)

- Follow us so you can see what we're doing and retweet quickly and easily
- Give your audience key information (date, place, stand no.) in every post
- Use your personalised registration link in every post
- Use the event website link in as many posts as possible
- Use the event hashtags (#) and handle (@) to make your post more searchable and extend its audience beyond your followers.

in LinkedIn

- A Company page is **the perfect way to increase your search engine rankings** and boost your posts' impressions
- **Pre-populate** your Company Page with content about the event in advance
- Get content ready for the week of the show and **encourage people to engage with you**. The more people engage with you (comments or likes), the more impressions you're going to get.



Please don't hesitate to contact us with your posts or videos and we can reshare from the Future Surgery accounts for even more visibility. Contact Alicia on a.toma@closerstillmedia.com

Extra tips to get ultimate social media brand exposure:

- **Share, repost and retweet the posts from Future Surgery** as much as possible!
- **Don't be afraid to repeat yourself** – make sure key messages aren't missed. The automatic scheduling tool Hootsuite is handy for this
- **Build suspense! Keep audiences informed of products you are launching**, competitions you're running and what your stand will be offering them
- **A picture speaks a thousand words** – use images as much as possible
- **Get filming!** Videos, even on hand held devices are an engaging way to deliver a message
- **Reply** – Social media is made for conversing with others, so always respond to comments, questions and engagements from what could be a potential customer.

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3 Use marketing techniques to get your brand at the forefront of delegates' minds



Event logos

Use the event logo, dates and your stand number in any publicity material and advertising leading up to the event. You can also use it in email signatures, your website, direct mailings and emails.



Make the most of the E-Zone

As well as uploading your profile and logo, there are other E-Zone features you can use to stand out from your competitors. Using the E-Zone, you can:

- Upload products to give delegates a glimpse of what you are offering them
- Upload press releases to get your brand's messages across
- Upload your social media handles to connect you with delegates.

These will be added to the event website and app.



Let your contacts know you'll be there

Download your personalised exhibitor banner for promotional purposes.

Contact information

For marketing and PR enquiries, contact our marketing team:

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We're always on hand to help you, please don't hesitate to get in touch!