



Occupational  
Therapy Show

27-28 NOV 2024  
THE NEC BIRMINGHAM



MARKETING MANUAL  
**YOUR QUICK-FIRE GUIDE**  
TO SHOW SUCCESS



BRINGING THE OT  
COMMUNITY *Together.*

# YOUR 3-STEP GUIDE TO SHOW SUCCESS

Here are 3 simple steps you can take to enhance your presence in the lead up to the Occupational Therapy Show. Promoting yourself as early as possible to ensure that your brand receives maximum visibility among potential customers, giving you a handy head start over your competitors.

## 1 USE THE EXHIBITOR ZONE (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 18<sup>th</sup> October 2024**

*Complete this step ASAP for maximum exposure and a guaranteed listing in the Show Guide.*

## WANT TO GO THE EXTRA MILE?

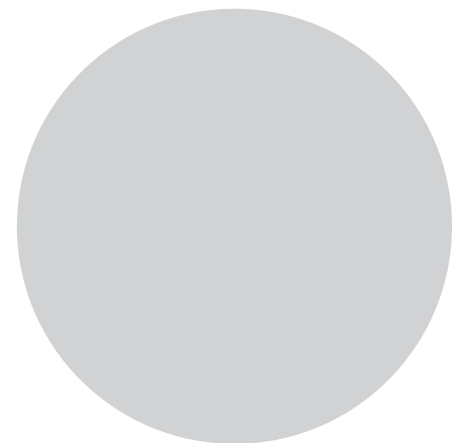
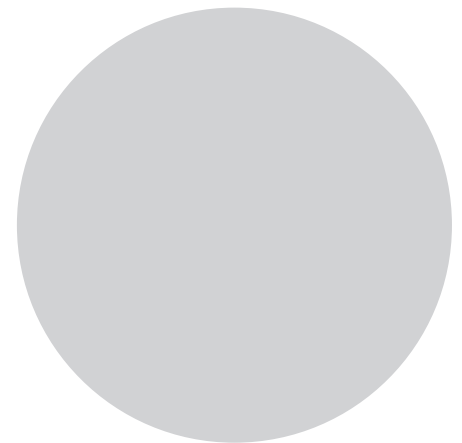
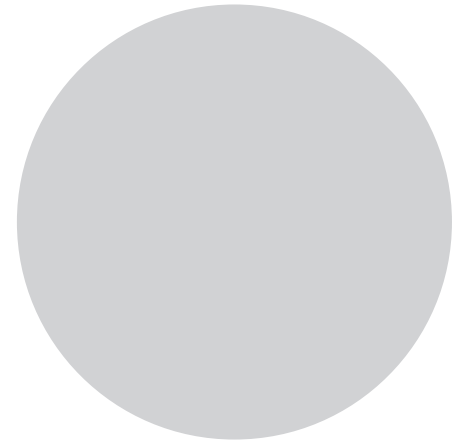
### HOW ABOUT A DEDICATED TELEMARKETING AND EMAIL CAMPAIGN TO YOUR TARGET AUDIENCE



All you have to do is supply us with a profile of your target audience including sector, job title and company name and our telemarketing team will invite them on your behalf. You will be given a full breakdown of who will be attending so you can plan meetings prior to the event.

Want to email your target audience? let us know and we can create an email template for you to send to your database and invite them to this year's event.

To take advantage of this great opportunity get in touch at: [s.travers@closerstillmedia.com](mailto:s.travers@closerstillmedia.com)



# YOUR 3-STEP GUIDE TO SHOW SUCCESS

## 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

@theotshow  
#TheOTShow

### X (formerly Twitter)

- Add us to your lists 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
- #Hashtag!- Use the event hashtags (#) and handle (@) to make your post more searchable and extend it's audience beyond your followers

@TheOTShow  
#TheOTShow

### 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

@THE-OCCUPATIONAL-THERAPY-SHOW  
#TheOTShow

### Instagram

- If you haven't done so already, create an Instagram account. This is the go-to platform for Occupational Therapists
- Use an easy-to-use design tool, such as "Canva" to create interesting content and post regularly
- Remember to engage with your following through liking, resharing, and commenting

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#TheOTShow

## EXTRA TIPS TO GET ULTIMATE SOCIAL MEDIA BRAND EXPOSURE:

- **Share, repost and retweet the posts from Oncology Professional Care** 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 engage with what could be a potential customer.

# YOUR 3-STEP GUIDE TO SHOW SUCCESS

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## 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, on your website, via 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 messaging out to a large, targeted audience
- Upload your social media handles to connect you with delegates.



### LET YOUR CONTACTS KNOW YOU'LL BE THERE

Reach out to your customers and colleagues using the banners, email signatures and invites created in the E-Zone.

If you would like to receive paper invites that you can then post directly to important delegates you would like to invite to the show, please contact [s.travers@closerstillmedia.com](mailto:s.travers@closerstillmedia.com)

## OUR TEAM ARE ALWAYS ON HAND TO HELP YOU – SO DON'T BE AFRAID TO GET IN TOUCH!

### CONTACT INFORMATION

**For marketing and PR enquiries, contact our marketing team:**

**Sabrina Travers**

**E:** [s.travers@closerstillmedia.com](mailto:s.travers@closerstillmedia.com)

**Anu Aborisade**

**E:** [a.aborisade@closerstillmedia.com](mailto:a.aborisade@closerstillmedia.com)

**For exhibition and sponsorship enquiries, contact our sales team:**

**Shelley Williams**

**E:** [s.williams@closerstillmedia.com](mailto:s.williams@closerstillmedia.com)

**T:** +44 (0)207 013 4661

**Charlotte Speer**

**E:** [c.speer@closerstillmedia.com](mailto:c.speer@closerstillmedia.com)

**T:** +44 (0)208 092 6783

**Ben Shea**

**E:** [b.shea@closerstillmedia.com](mailto:b.shea@closerstillmedia.com)

**T:** +44 (0)207 3481 850



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