

TOP TIPS FOR A SUCCESSFUL EVENT CAMPAIGN



ROAR

B2B

PRE-EVENT



SET OBJECTIVES

Whether it's generating new business leads, shaking hands with current customers or raising your brand's profile, make sure you've identified your goals. Your campaign before the show should then be based around your objectives, so that everyone knows how ROI will be measured.



PREP PREP PREP

Start communicating with prospects and key existing clients before you arrive on the day, utilise social media and your own data to drive interest to your stand in advance (you wouldn't plan a party and not invite anyone).



BE SOCIALLY SAVVY

Connect with your prospects before the show. Follow them on LinkedIn and Twitter. Make your presence at the show known through these channels so they remember you, should they attend.



TAILOR YOUR COMMUNICATIONS

Identify who's on your database and tailor your marketing communications. It's unlikely you'll want to send the same message to prospects that you do customers. Info about activities or incentives available on your stand is a great way to draw people in close to event day.



INFOGRAPHICS ARE POWERFUL

You don't need to have a big marketing budget to produce effective marketing tools. Infographics give digestible insight to whatever you're selling in a format that people love to share!



DATA

Ensure you have agreed a strong action plan for your data capture and post show follow up, make sure you have your companies' privacy policy at hand should a delegate request to review it before being scanned so you're GDPR compliant. Also make sure that you have discussed if you are scanning all visitors or if you are targeting a certain demographic, remember your objectives!



COMMUNICATION

Make sure the team working at the event know the plans for the stand, location within the exhibition, and what the key KPIs are for a successful event.



BRANDING

Ensure your team are easily identifiable with branded clothing (this may seem basic but missing key prospects is easily done on a busy show floor). Keep all clothing smart but clear to help identify your face to face marketing/sales team.



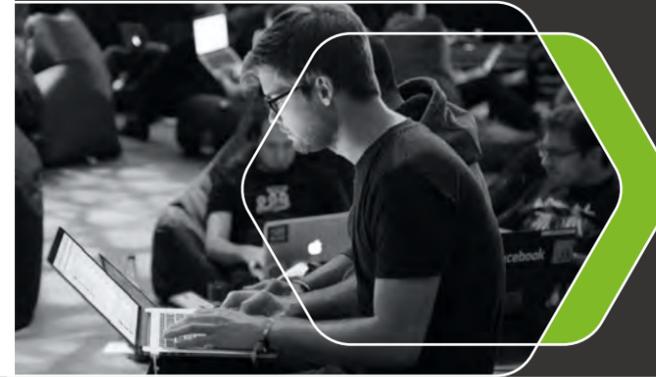
USE THE EZONE

The exhibitor portal (Ezone) is your A-Z Guide for exhibiting at the event and details all the Event Planning tools and requirements as well as access to update your company profile on the website and help you plan your presence at the event with our Marketing Tools.

You can use this to access and download things like; social media assets, web banners, email copy and email signatures for your sales team to share so customers letting them know you are at the event,

Be sure to login and see the other ways the EZone can help you to promote your presence at the show.

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DURING THE EVENT



THE BASICS

Some of these may sound really obvious but getting the little things right can make all the difference and their importance can be lost sometimes:

- **Remember to smile** – a welcoming disposition can make all the difference, not everyone will have the confidence to approach you despite the size of their budget.
- **Greet passers-by** – they may not be looking to do business with you currently but that may change in the future and a good first impression can make all the difference.
- **Lastly retain your focus on the event** – a long day can make this a challenge, but grab some caffeine and be ready to go again, otherwise a key prospect may be passing you by.



MIX UP THE STAND STAFF

Whether you're sending internal staff down to the show or using a team of promotional staff, it's important that everyone's prepped for questions they're likely to be asked on the day. Your stand staff are the face of your brand but think beyond stand staff – events are a great way to show off your experts.



HOUSEKEEPING

Make sure the stand staff are not using technology to check work emails or scroll through their Insta feed. Ensure there are regular breaks and the teams are briefed and aware of their time slots to allow for downtime, don't miss out on key footfall times.



DRAW ATTENTION

If your product or services are tricky to exhibit, use tech to draw in the crowds. From wearable technology to interactive screens – get creative with what could work for you. Everyone loves a demo, competition or tech toys to play with.



GET THE LAY OF THE LAND

Be extra punctual and arrive at your stand with plenty of time, this will allow you to find your way around the venue, locate your competition and get to know your stand before the show opens. This will save crucial time and make sure you aren't wasting time doing this when you could be selling to the early risers (visitors who are looking to do serious business or reduce time away from their desks or both).



AFTER EACH DAY

It's easy to be tempted to dance the night away between event days, however, don't forget the prize. You want to keep those pipelines ticking along and a sore head and no sleep is not going to get you off to a productive start – save it for the Christmas party.



KEEP IT SIMPLE

Humans have specially-wired brains which allow them to have 'selective attention' when they are overloaded. Keep your stand simple to avoid being lost in the information overload. Select your finest and most tailored products to showcase to the audience. Let people know what your company can do for them and exactly why they need you!



DON'T MISS OPPORTUNITIES

Your offering is better than the competition. Well, that's what visitors need to be convinced of before they buy into what you're selling. Speaker sessions are a great way to demonstrate what makes your product/service special. If you're exhibiting anyway, why not take advantage of them? This is your time to shine.

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WHAT NOW? FOLLOW UP CAMPAIGN

As you are creating your follow-up campaign, keep in mind that your interactions should be relevant, personalised, consistent and provide quality content.

It's important to nurture your leads and not attempt to hard sell them right away. Keep your emails short, sweet and to the point.

Remind them who you are and what you discussed at the event. Then, remind them of what you and your company can do for them, keeping it relevant to your previous discussion.

If you promised an informative resource, be sure to include it in this email as well. Instead of an attachment, try to give them a link to your website. A link might encourage them to click around and learn more.

CRM

Add leads and notes to your CRM and continue the conversation had on your stand. Prioritise your leads; hot, warm or cold.

EMAIL

Send out a "nice to meet you email". Tailor your message to the conversation you had at the event.

CALLS

Really 'hot' leads should receive a call from the sales team to chase the opportunity presented at the event.

BE SOCIAL

Connect with your leads on social media. Like, comment, follow and engage with their pages and posts.

POST-EVENT

SAY THANK YOU

Email your database and use social media to thank all of those who visited you on the day, adding what a great success it was.

It's important to make those who didn't visit feel like they missed out. Who knows, you might attract interest from unexpected places.

Ensure you follow up your leads generated and don't let them go cold and forget your great face-to-face first impressions.

KEEP IN TOUCH AND NEVER GIVE UP!

After the event has closed and numbers are in, you may think your job's done when you've reached out to people, you're mistaken.

Ideally, lots of your leads will get back to you; make sure you don't lose these prospects by failing to continue the conversation. Reply promptly to their emails and give them all the information they need and don't go cold on them.

Particularly in the B2B sales world, with sales cycles of many months and the fact that leads will often not be ready to purchase, persistence and following up in the correct way, at the right times, is the hallmark of a successful lead conversion.