



MESA Monthly Member Meeting (4M)

Thursday 24th April 2025

Exhibiting at Tradeshows – The Emotional Hook

Thank you for the E-Book Express Showcase (provided by [Richard John](#), COO of [Realise](#), MESA Member). View in the Community Platform – [Trends, Reports, Videos & E-Books](#) (Files / E-Books / 4M's / April 2025) or click on the direct links below:

1. 7 Rules for Designing More Innovative Conferences <https://mesa.wall.idloom.com/#/filelastversion/2999>
2. Best Practices for Managing Event Risk <https://mesa.wall.idloom.com/#/filelastversion/2995>
3. Corporate Events White Paper <https://mesa.wall.idloom.com/#/filelastversion/2996>
4. ROI vs ROO vs ROE <https://mesa.wall.idloom.com/#/filelastversion/2997>
5. Mastering AI for Events – AI Cheat Sheet <https://mesa.wall.idloom.com/#/filelastversion/2998>

Overview – <https://mesa.wall.idloom.com/#/filelastversion/3000>

Main Topic: Exhibiting at Tradeshows – The Emotional Hook - We explored key elements for successful tradeshow participation, emphasising the importance of defining clear objectives and measuring success. We discussed the need for focused strategies, effective budgeting, and a strong understanding of the purpose behind attending events. The conversation also highlighted the critical role of body language, personal interaction, and emotional engagement in creating meaningful connections with visitors.



Jakob also presented the LEFT and RIGHT model. Rather than focusing on the Booth – the RIGHT model focuses on the importance of data, staff training, and value creation, to better document success and improve tradeshow experiences

✔ Defining Success at Tradeshows

Success starts with clear objectives: creating business opportunities and building valuable networks. Focus on qualifying meaningful connections and aim to meet specific targets for future benchmarking.

✔ Booth Design and Visitor Interaction

Body language and mindset are critical. A well-thought-out booth layout—covering welcome, social, product, digital, and corporate zones—shapes visitor experiences. Prioritise listening to visitors' needs over hard selling.

✔ Emotional Hooks and Personal Connections

Clients must feel seen, heard, and understood. Authenticity and trust are key, and consent is essential before collecting data or scanning badges.

✔ Smart Budget Allocation

Investments should align with clear outcomes like lead generation or relationship building. View tradeshows as part of a broader omnichannel strategy, considering both immediate and long-term returns.

✔ Setting Clear Objectives

Clearly define the event's purpose, target audience, and success metrics. Always factor in emotional engagement and the importance of positive body language to create meaningful experiences.

Top 10 Tips for Tradeshow Success – The Emotional Hook

1. **Lead with Emotion, Not Logistics**
Focus on creating personal, emotional connections with visitors — *not just showing products*
2. **Master Your Body Language**
Open, welcoming body language attracts visitors before you even speak
3. **Prioritise Value Over Volume**
Success isn't how many visitors you get — it's how many meaningful conversations you have
4. **Start with the Visitor's Perspective**
Understand what your visitors want first — listen more than you pitch
5. **Create a Stand with Energy**
Design your booth to feel alive and approachable — your energy is your magnet!
6. **Choose Your Stand Team Wisely**
Select team members who genuinely enjoy meeting new people and can build instant rapport
7. **Define Clear Success Metrics**
Measure real results: qualified leads, booked meetings, and agreed next steps — not just "footfall"
8. **Think 'VIP to VIIP'**
Prepare to treat every visitor like a *Very Important Individual Person* — personalise the experience
9. **Visuals Matter: Do's and Don'ts**
Use clear, professional visuals — avoid clutter and "what not to do" booth mistakes
10. **Keep Momentum Post-Show**
Agree next steps during the show itself — don't let leads go cold after the event

You can view a copy of Jakob's slides here in the Community Platform

<https://mesa.wall.idloom.com/#/filelastversion/3008>

Further Information:

- 65% - 80% of exhibitors do not follow up on their leads, app – Backtrack can help <https://usebacktrack.com/>
- The Tradeshow Academy Knowledge Hub <https://www.thetradeshowacademy.com/blog/>

Thank you to our speaker: [Jakob Dyrbye](#), Founder of **The Trade Show Academy**, MESA Member

Moderated by [Sebastien Braun](#), CEO and Founder of **idloom**, MESA Patron Member



NEXT MEETING:

MESA MONTHLY MEMBER MEETINGS (4M's) 1400 GMT / 1500 CET:

Wednesday 28th May "Scaling Smart: Sustainable Growth Strategies for Event Tech" panel discussion moderated by [Jelmer van Ast](#) – Founder & CEO, [Conference Compass](#) – MESA Patron Member

We look forward to seeing you there!

Going to IMEX in Frankfurt?

Meet with us at IMEX in Frankfurt on Stand G310!

[Attend MESA Re-FRESH Dinner](#) on Tuesday evening

[MESA AT IMEX](#)

[MESA Events page](#)

[MESA MONTHLY MEMBER MEETINGS \(4M's\)](#)

[Please connect to our LinkedIn page](#)

Thank you, MESA MEMBERS!

Remember: You are in the MESA Community Platform (Intranet wall)

- For general access and content
- To be connected and hear about events
- To get to know MESA and the community

Please post content and connect with each other