MESA Monthly Member Meeting (4M)

Thursday 29th October 2026

Mastering the Science of Tradeshow ROI

Thank you for the **E-Book Express Showcase** by **Richard John**, Industry Speaker, Author, Coach & Mentor, MESA Member. View in the Community Platform – **Trends, Reports, Videos & E-Books** (Files / E-Books / 4M's /October 2026) or click on the direct links below:

1. **10 Ways to Be a Better Panellist** https://mesa.wall.idloom.com/#/filelastversion/3919
2. **The Future of Event Technology** https://mesa.wall.idloom.com/#/filelastversion/3918
3. **Event Performance and AI** https://mesa.wall.idloom.com/#/filelastversion/3915
4. **Eventastic – Event Follow Up** https://mesa.wall.idloom.com/#/filelastversion/3916
5. **Evidence-Based Event Design** https://mesa.wall.idloom.com/#/filelastversion/3917

Overview: https://mesa.wall.idloom.com/#/filelastversion/3920

Main session: Mastering the Science of Tradeshow ROI

The meeting explored how to maximise tradeshow ROI through clear objectives, effective preparation and meaningful visitor engagement. Mike and JD highlighted the importance of understanding visitor intent, adapting to different buyer journeys and creating a welcoming booth environment. Practical insights were shared into pre-event marketing and personalised outreach. The key message was that trade show success depends on a strategy that covers before, during and after the event.

Top 10 Takeaways – Maximising Tradeshow ROI

1. **Define Success Beyond Footfall** - Set clear, measurable objectives before the event. Focus on qualified leads, booked meetings, accelerated opportunities and meaningful business outcomes rather than simply counting visitors.
2. **Lead with Emotion, Not Logistics** - Create genuine personal connections rather than immediately pitching products or services. People engage with people first, so focus on building rapport, trust and memorable experiences.
3. **Understand the Visitor Before You Sell** - Start with the visitor's perspective. Ask questions, listen carefully and understand their needs, challenges and buying intentions. Adapt your conversation to their individual journey and readiness.
4. **Master Your Body Language and Energy** - First impressions start before the conversation. Open body language, eye contact, positive energy and a welcoming attitude help attract visitors and create psychological safety.
5. **Create an Engaging and Approachable Stand** - Your booth should feel alive, welcoming and professional. Use clear visuals, avoid clutter and ensure the design and atmosphere encourage visitors to stop and engage.
6. **Choose the Right People for Your Stand Team** - Select people who genuinely enjoy meeting others, communicate naturally and can build instant rapport. Ensure the team is aligned on objectives, messaging and visitor engagement.
7. **Treat Every Visitor as a VIP (Very Important Individual Person)** - Personalise every interaction. Recognise that visitors have different needs and expectations, and make each person feel valued rather than treating them as just another lead.
8. **Prepare Before the Event to Maximise Opportunities -** Invest in pre-event marketing, prospect research and personalised outreach. Identify target companies, connect with potential attendees and arrange meetings in advance to improve lead quality.
9. **Focus on Qualification and Long-Term Opportunities** - Not every interaction needs to result in an immediate sale. Prioritise qualifying prospects, nurturing existing relationships and agreeing on meaningful next steps that move opportunities forward.
10. **Maintain Momentum After the Show** - Agree on next steps during the event and follow up promptly afterwards. Ensure leads are assigned, conversations are continued and opportunities are tracked across sales and marketing teams.

The bigger picture - The 10 takeaways can be grouped into three essential stages of trade show success:

Before the show	During the show	After the show
Define objectives	Create connections	Follow up promptly
Research and target prospects	Engage and qualify visitors	Progress opportunities
Prepare the team and stand	Deliver a personalised experience	Measure results

The central message

Tradeshow ROI isn't just about attracting more visitors. It's about attracting the right people, creating meaningful human connections, understanding their needs and turning those interactions into measurable business opportunities.

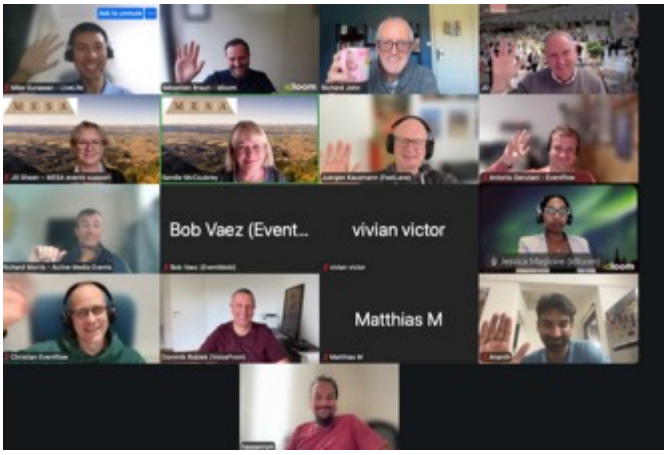
Slides Mike (LiveLife) from session - View in the Community Platform – **MESA Events - Summaries & Slides** (Files / 2026 4M's /October 2026) **https://mesa.wall.idloom.com/#/filelastversion/3931**

Additional Reference:
The Four Stages of Psychological Safety

Recommended Reading:
Beyond Trade Show Booth Traffic: The KPIs That Actually Matter

Thank you to our Main Session Speakers:

Jakob Dyrbye, Founder **The Trade Show Academy,** MESA Member
Mike Gunawan, B2B Event Strategist, **LiveLife**
Our Moderator: Sébastien Braun, CEO & Founder **idloom**, MESA Patron Member



NEXT MEETING:
MESA MONTHLY MEMBER MEETING (4M) 14.30 CEST / 16.00 CEST:
Thursday 26th November
Taking Risks with AI
Moderated by Paul Cook MESA Member

Going to ibtm in Barcelona?
Meet with MESA on Stands P47 / P48 / P49
Register for the MESA Re-FRESH Dinner

MESA Events page
MESA MONTHLY MEMBER MEETINGS (4M's)

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- 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