



## **Overview to 7 Steps to Exhibition Success Masterclass**

Thank you for attending the January MESA Monthly Member Meeting (4M) recently. **Our session included 5 valuable snippets in 5 minutes from Sandie McCoubrey:**

1. Never Give Up..... Get Back Up ..... Keep Going
2. Do Something New.... Be Creative.... Be Playful
3. Listen To Your Inner Balance.....Seek Out Your Toolkit Remedies... When You Need It
4. Only You Know Best...How Can You Listen to Your Younger Self...How Would Your Older Self Support You Now?
5. Lean On Others.... Let Them Lean on You

**The main session was an overview of 3 of the 7 Steps to Exhibition Success Masterclass: Pre-Show, During & Post Show.** The session helped to ensure us, the exhibitor, are well prepared for the opportunity, achieve our objectives and enjoy the journey of exhibiting. The exhibition industry loses 40-50% of exhibitors every year (because exhibitors not satisfied with results).

**PRE-SHOW:** The 1/3 reality ROI (now in exhibition world ROO – Return on Objectives) is what you spend with the organiser is only a 1/3<sup>rd</sup> of what you will spend overall

- The before times – setting 3 clear objectives and focusing on them (out of the 9 reasons we exhibit – see poll below) and knowing your WHY

**DURING:** You want your product and stand to be memorable (it's for visitors not us!) **Focus on:** You have **4 seconds to make an impression** when you exhibit

- What can we do that will drive traffic through?
- Ring Top 10 potential customers before and invite them to your stand
- 85% of your success is down to your salespeople – how can we ensure that we hit that sweet spot?
- **People:** Open body language / great icebreakers / re-phrasing questions (e.g., Can I help you – turn into How can I help you for a more interactive engagement)
- **Product:** Have a hero product / Light it up / Know your specs / Create some mystery (don't display everything)
- **Stand:** 60% of floorspace should be free for visitor access (encourage into open-air shop) / 15-20 ft rule – signage and display should be visible from 15-20 feet away / 1 per 6 sqm – 1 person for every 6sqm
- **Merchandise:** Don't buy 5000 pens to give away – buy 500 better quality ones for people to remember you / Pen engraving – get people to return in half an hour – the returns will be huge
- **Moving things:** People like moving things e.g., magician on your stand
- **Create a WhatsApp group:** For your team at the office who only focus on sales leads during the show – you can WhatsApp them a photo of the person / name badge / card – they can be sending an email / connect on LinkedIn and provide leads with slides of your presentation / e-book etc

**POST SHOW:** Post show reality – 81% of sales leads are never followed up

- Tomorrow never comes if you keep putting it off – 6 weeks later they don't seem such hot prospects anymore
- Chase every **lead within 6 days**
- Allocate a **BACK AT OFFICE Show Day** (to follow up leads)
- Bad classification of leads and treating them all the same is a DON'T. 30% of leads will never do business with you. Classify them at the show into A, B, C and D's – you will be more incentivised to follow up the A's & B's
- Have a follow up strategy for following up leads

### **OVERALL, WHEN EXHIBITING:**

- Have some idea of the exhibition organiser re-booking rate when deciding which exhibitions – who is there year on year?
- I want a bigger stand – WHY?
- I want to be at the front – WHY? It could be the worst place to be as most people walk in a hall and walk straight passed

**WORK SMARTER NOT HARDER**

**OBJECTIVES – MAKE IMPRESSION – FOLLOW UP WITHIN 6 DAYS**

# Overview of “The 7 Steps to Exhibition Success Masterclass”

Ensuring you the exhibitor, are well prepared for the opportunity, achieve your objectives and enjoy the journey of exhibiting. We do this by covering the 7 steps below:

## Pre-Show

1. Planning – The importance of a short-written plan before Exhibiting
2. Objectives – How 3 is the magic number and how to set your Exhibition Objectives
3. Pre-Show Marketing – How Good on and Offline Stand Marketing Can Impact Results

## During

4. Stand Design – How to design and layout your stand for maximum exposure
5. Visitor Engagement – The ways we inspire people to stop and visit our stand
6. Exhibition Selling – How its different and how to be good at it

## Post Show

7. Follow Up – How to have a post-show strategy before you exhibit

## Exhibition Poll Jan 2022

Poll ended | 1 question | 20 of 21 (95%) participated

1. There are 9 key reasons why companies exhibit but which one do you think comes at the top (Single Choice) \*

20/20 (100%) answered

Launch New Products	(0/20) 0%
Find New Staff	(0/20) 0%
Meeting Existing Clients	(0/20) 0%
Market Research	(0/20) 0%
Get Appointments	(1/20) 5%
Find New Distributors	(0/20) 0%
Brand Awareness	(9/20) 45%
Product Demo	(1/20) 5%
More Sales	(9/20) 45%



## Additional Information

[Artist's Way – Julia Cameron](#)

[My 12-week Journey \(Alessandro Frosali\)](#)

[Eckhart Tolle – Power of Now - Live in the present more](#)

[Charles Duhigg – Power of Habit - Break some bad habits and create better ones](#)

[Eat Pray Love \(Elizabeth Gilbert\) Book / \(Film with Julia Roberts\)](#)

[Robert Cialdini book - Influence – The Psychology of Persuasion](#)

Thank you to our speakers:

[Sandie McCoubrey](#) – MESA Co-Founder / Director

[Stephan Murtagh](#) - The Exhibition Guy

And Host: [Gordon Glenister](#) - Speaker, Author, Podcaster & MESA Director of Communications (The Influencer Guy)

Click [HERE](#) to work with The Exhibition Guy / Founder of “The 7 Steps to Exhibition Success” Training Programme

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## NEXT MEETING:

MESA MONTHLY MEMBER MEETINGS (4M's)

1400 GMT / 1500 CET:

**21<sup>st</sup> February (Confex following week)**

[Zoom link](#)

We look forward to seeing you there!

[MESA Events page](#)

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

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

[Please connect to our LinkedIn page](#) Thank you, MESA MEMBERS!