



**MESA Monthly Member Meeting (4M)**

**Tuesday 26<sup>th</sup> April**

### **Exhibiting excellence and optimising attendee engagement**

Thank you for attending the April MESA Monthly Member Meeting (4M) recently.

**Our session included 5 valuable snippets in 5 minutes from Richard John, MESA Member - Realise.Me which covered "5 ways for speakers to find their voice!"**

- 1 Coaches aren't as good as the people they coach – they just know what 'good' looks like
- 2 Take control over your environment
- 3 Rehearse (and then rehearse some more!)
- 4 Story-telling works - Everything is potentially a great story
- 5 The right words and phrases really do matter

The main session was about how you can optimise attendee engagement at trade shows and what planners and buyers may need from you now.

#### **Should you exhibit?**

- Look at if you really need to have a stand and the costs involved – the answer is YES if you are willing to put the work in before, during and after
- We will continue to see inflation in our industry (potentially 25-30% with travel and accommodation) – there must be a good ROI

#### **Success of tradeshow**

- 85% of success of a tradeshow depends on your booth staff but only 26% of exhibitors train them in managing a stand – there is a huge gap here that needs to be looked at / worked on
- Be proactive on the stand – go and speak to visitors nearby, don't wait for them to come to you – a negative aspect is seeing booth staff on phones or computers
- If you leave things until the last minute don't expect to get the best ROI – you will potentially not exhibit again believing that it was the exhibition itself that didn't work
- Exhibition organisers need to take exhibitors on a 'journey' from the moment a stand is sold and help them in their preparation and on-site (this also helps keep their own retention rate high: 30-50% of exhibitors do not re-book)

#### **Successful ROI**

- Have at least 3 key metrics to base your results on – whether it is number of leads gained, number of meetings or people you meet – Don't focus on too much, narrow it down to 3

#### **What buyers are focussing on**

- Mostly in agencies minds are sustainability, wellness, and diversity
- Difficult pricing models are coming and its already difficult to pitch for 2023

#### **The Anatomy of a successful Tradeshow Engagement Optimisation (TEO) strategy**

- **Your Strategy** – Why are you exhibiting, and does it align with your business growth?
- **Your Attendee Journey** – Who is your ideal target audience?
- **Your Booth Staff** – have you selected and trained the right staff?
- **Your Key Performance Indicators (KPI)** - how will you measure and track your success?
- **Your Follow Up** – how will you bridge the gap between the event and the follow up – who leads this process?

**(From Lee Ali – See slide)**



# THE ANATOMY OF A SUCCESSFUL TEO STRATEGY



Thank you to our guest speakers and moderator – you can also connect with them here:

**Lee Ali** (MD, Expo Stars Interactive) - [lee@expostars.com](mailto:lee@expostars.com)

**Chetan Shah** (CEO & Founder, micebook.com) - [chetan@micebook.com](mailto:chetan@micebook.com)

Host/Moderator **Richard John** (MESA Member - Realise.Me) - [richard.john@realise.me.uk](mailto:richard.john@realise.me.uk)

## Additional Information

**Marketing Zone - Top 20 tips for manning your exhibition stand**

<https://micebook.com/vawards/>

**NEXT MEETINGS: On Tuesdays**

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

- 24<sup>th</sup> May (IMEX Frankfurt following week)
- 21<sup>st</sup> June (TMS following week)
- 26<sup>th</sup> July
- 30<sup>th</sup> August
- 27<sup>th</sup> September
- 25<sup>th</sup> October
- 22<sup>nd</sup> November (ibtm following week)
- 13<sup>th</sup> December

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 <https://www.linkedin.com/company/meetings-events-support-association/>

Thank you, MESA MEMBERS!

