



Getting the best from Tradeshows

Thank you from **Martin Klöfver**, Founder & Head of New Markets, **Trippus Event Solutions** (MESA Member) for the MESA Pledge reading.

Thank you for the E-Book Express Showcase (provided by **Richard John**, COO of **Realise**, MESA Member). These are available in the Community Platform – **Trends, Reports, Videos & E-Books** (Files / E-Books / 4M's / August 2024) or click on the direct links below:

1. 52 Marketing Event Statistics - <https://mesa.wall.idloom.com/#/filelastversion/2400>
 2. Sensible AI Manifesto - <https://mesa.wall.idloom.com/#/filelastversion/1915>
 3. Best Business Events - <https://mesa.wall.idloom.com/#/filelastversion/2401>
 4. Maximising Exhibitor Engagement - <https://mesa.wall.idloom.com/#/filelastversion/2403>
 5. Inclusive Event Design - <https://mesa.wall.idloom.com/#/filelastversion/2402>
- Overview** <https://mesa.wall.idloom.com/#/filelastversion/2404>

Thank you for the 5 snippets in 5 minutes "5 ways we gained a competitive advantage from security priorities for event organisers" from **Martin Klöfver**, Founder & Head of New Markets, **Trippus Event Solutions** (MESA Member).

1. We make sure only the right people get access to the event
2. We make sure event organisers are in the know of who and how many are at the venue
3. We make sure participant data is stored appropriately
4. We make sure that only the right people can access the participant data
5. We help the organisers living up to security standards (MFA, SSO etc)

You can view the slides in the MESA Community – **MESA Events – Summaries & Slides** (Files / 4M's 2024 / August) – **Direct Link to snippets slides**

MAIN SESSION: We looked at how to get the most from tradeshows and how you can optimise attendee engagement. The average re-book rate for tradeshows is only 50-60%, so it is important for the organiser and the exhibitor to make sure the exhibit has a successful ROI.

FOCUS & ALIGNMENT

- **Prioritise Key Areas:** Focus on three critical aspects—sales, marketing, and opportunities—to maximise your exhibition strategy
- **Departmental Alignment:** Ensure all departments are aligned and fully committed to your exhibition objectives
- **Shared Objectives:** It's crucial for everyone to "buy into" the goals and have a clear understanding of the objectives
- **Effective Follow-Up:** Address the common issue of poor follow-up—81% of sales leads are never followed up after a simple "thank you for visiting." Establish a solid follow-up process
- **Tools & Resources:** If you have clear objectives but are unsure how to achieve them, consider using tools such as an exhibition portal with instructional videos if available
- **Audience-Centric Planning:** Strategically plan your journey with a focus on your target audience
- **Actionable CTAs:** Develop strong calls to action to ensure your top prospects are aware of your presence and activities
- **Pre-Arranged Meetings:** Aim to secure at least three pre-arranged meetings with potential clients before the event—anything beyond that is a bonus



Remember - Triskaidekaphobia - the fear of the number 13:

- 3 - Set 3 clear objectives
- 4 - You have 4 seconds to make an impression
- 6 - Complete your follow up of sales leads within 6 days (13)

EDUCATION & HOW-TO

- **Need for Education:** There's a significant gap in education—many responsible for marketing and sales lack the knowledge to implement effective strategies
- **Outdated Practices:** Some companies have been repeating the same tradeshow tactics for years. New team members often inherit these outdated practices
- **Engagement Over Scanning:** Avoid merely scanning badges without meaningful interaction. Get to know who you're talking to
- **Understanding Objectives:** Educate your team that closing sales is just one of many objectives at a tradeshow
- **Proactive Strategies:** Exhibitions are often reactive, with little control over who visits your stand—develop strategies to handle this unpredictability
- **Encourage Dialogue:** Allow visitors to speak—engage them in meaningful conversations
- **Qualified Staffing:** Avoid placing unqualified staff at your stand. Choose individuals whose personalities and skills match their roles—front-facing staff should be personable, while those handling demos should be product-focused
- **Tailored Follow-Up:** Customise your follow-up approach based on the lead's temperature. For hot leads, ask how they prefer to be followed up
- **Ask Qualifying Questions:** Start with strong qualifying questions to gauge interest and needs early on
- **Hosted Buyers (HB):** If participating in hosted buyer programmes, like those at ibtm, use the pre-booked meetings to prepare in advance. Adjust your approach accordingly for events without such programmes, like Confex.

TOP WAYS TO GET THE BEST FROM TRADESHOWS

- Set 3 clear objectives or metrics for what you want to achieve and what to base your results on - If you leave things until the last minute don't expect to get the best ROI - Look at your KPI's
- Look at who is your ideal audience - focus on them - ring some up before to invite them to your stand
- 85% of your success is down to your sales staff, but only 26% of exhibitors train them in managing a stand- make sure they are briefed
- Focus on what you can do to drive traffic to your stand
- People buy from people so be more human in your engagement approach. Start conversations on a personal level, don't lead with your business pitch
- Use technology to aid the conversation, not to replace it
- Create a follow up plan BEFORE you exhibit not when you come back post show
- Use great icebreaker questions and not the old boring ones
- Focus on ROO not ROI

Please provide your feedback on this session – we would love to hear what you say!

Thank you to our speakers:

Host/Moderator [Clare Forestier](#), Emcee | Event Host | Moderator | Media & Speaker Training, MESA Member

[Richard John](#), COO of [Realise](#), MESA Member

Martin Klöfver, Founder & Head of New Markets, [Trippus Event Solutions](#), MESA Member

Stephan Murtagh, Managing Director, [The Exhibition Guy](#)

Lee Ali, Managing Director, [Expo Stars Interactive](#)

Shane Lewis, Global Exhibitions Sales Manager, [Event Tech Live](#).



NEXT MEETING:

MESA MONTHLY MEMBER MEETINGS (4M's) 1400 BST / 1500 CEST:

Tuesday 24th September: How to best connect with prospects and turn them into valuable customers

Moderated by [Jelmer van Ast](#)

We look forward to seeing you there!

[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.