



Present

Power Factor #2. MANAGING YOUR VISITOR'S EXPERIENCE

**How to Better Meet Supply Chain Professionals'
Needs Through In-Booth Experiences**

Participant Learning Objectives:

*By the end of this webinar,
we will...*

1. Discuss how why in-booth learning experiences are very important at ProMat.
2. Overview various types of in-booth learning experiences.
3. Walk through 10 steps to develop your in-booth learning experience.
4. Learn 5 keys to promoting your in-booth learning experience.
5. See case stories of how others have delivered in-booth experiences.

About the Expert Presenter **Jefferson Davis, President, Competitive Edge** **The Tradeshow Turnaround Artist™**



Jefferson is President of Competitive Edge, a highly-specialized consulting and training firm on a mission to *inspire, lead* and *direct* businesses on how to more effectively use exhibiting to visibly support core business objectives and generate measurable financial value, far beyond cost.

His mission is achieved by challenging companies to re-evaluate limiting perspectives about exhibiting and by getting them focused on precision execution of five critical exhibiting success factors.

Jefferson is a results-focused, process-based, passionate visionary and creator of game changing exposition industry programs including: the acclaimed Tradeshow Turnaround Program, E3 Exhibiting Effectiveness Evaluation program, Exhibitor Success & ROI Center program.

His Tradeshow Turnaround philosophy and practices are the exposition industry's definitive guide to quickly turning tradeshows from "*expensive appearances*" to "*productive, profitable investments.*"

Over the course of 30 years of on the floor exhibiting experience, he's identified a clear set of empowering results-focused perspectives, and backed them up with specific, process-based strategic practices, his training and consulting services have helped clients generate over \$750,000,000 in combined results.

No other tradeshow consulting or training firm can speak to results like this.

Jefferson's client list read like a "who's, who" list in the exposition industry. Since 1991, he's been selected as the tradeshow expert of choice by over 270 Association and for-profit show organizers. He's a faculty member of EXHIBITOR Show. He's delivered over 500 live seminars and workshops, over 700 webinars reaching over 250,000 exhibitors, and his E3 team has evaluated over 18,500 exhibits in action.

Jefferson's corporate clients span almost every industry and have included industry leaders like Alcoa, AMX, Aramco Services Company, Assurant Property Services, BOC Gases, Brivo Systems, Corporate Express, Covidien, Doosan Portable Power, Egemin Automation, Enshu USA, Essilor, Heidelberg, Honeywell, Huber Technologies, Jungheinrich Lift Trucks/MCFA, McLanahan, McQuay International, Merial, Merz Asthetics, Nestle-Purina, Ocean Mist Farms, Panasonic, Parker-Hannifin, PCCA, Reichert Ophthalmic, Scholle, SteelKing, Tennant Company, Tesco, Trelleborg Life Sciences and Wheel Systems, US Surgical, Yale/Hyster and many, many more.

Jefferson is available on a very limited basis to personally help companies implement the Tradeshow Turnaround philosophy and practices. Call 800-700-6174 in the US or 704-814-7355

3 Primary Reasons Supply Chain Professionals Attend Tradeshows

1. **Learning**/Continuing Education
2. **Shopping**/Sourcing/Purchasing/Revalidating
3. **Networking**/Interacting with Colleagues/Suppliers
 - How well is your exhibit serving these needs?
 - What specifically are you doing to meet these needs?

In-Booth Learning Experiences are Important

- ✓ #1 reason attendees go to conferences and expositions
 - To learn
- ✓ #1 way they prefer to engage with exhibits
 - interactive presentations/demonstrations
- ✓ Drive _____ booth traffic
- ✓ _____ your company and products
- ✓ Create buzz, word of mouth, build share of mind, preference and recall
- ✓ Increase attendee T.O.P. (time of possession)
- ✓ Deliver more value for your company _____ attendees

Types of In-Booth Learning Experiences

- One-to-one personalized demonstrations
- One-to-many demos/educational sessions
- Hands-on product stations & kiosks
- Interactive A/V: tablets, touchscreens, video walls, projection mapping, etc.
- Gamification - Quizzes
- Virtual Reality
- Recreating Environments
- Peer-to-Peer Discussion/Collaboration areas



Interactive Information Stations

Applications:

- Enable access to deeper information.
- Can be self-guided or guided.
- Meet various types of information needs.



Example Notes:

Game or Game Show Examples

- Pallet rack frame manufacturer wants to differentiate benefits of bolted frame racks versus welded frame racks.
- Veterinary pharmaceutical company educates Drs. with “Jeopawdy” game show.

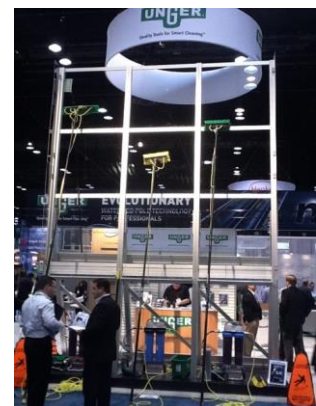
Scale Models/Recreate Environment

Application:

- Good choice for large products
- Show inner workings
- Deliver key messages

Benefit: Appeals to technical, detail oriented people

Example Notes:



Factors That Make an Effective In-Booth Learning Experience

1. _____, Timeliness & Importance of Content
2. Brevity: _____ minutes – 20 mins total event
3. Experiential: Presented in a Stimulating, Immersive Manner
 - Multi-Sensory Engagement
4. Comfortable, Well-Equipped Environment
5. Practical Knowledge Transfer & Takeaways

10 Steps to Develop Your In-Booth Learning Experience

1. Determine what solution(s) you want to educate attendees about
 - Multiple solutions? _____ – Hot/Trending/Top of Mind-Pillar
 - Too big? A/V - Scale Models - Simulations
 - Too complicated? Simplify
 - Service vs Product? Focus on pain points/methodology/outcomes

2. Define the ideal attendee/participant
 - Type of company or operation
 - Job function/title
 - Training/education
 - _____ level
 - Current process/procedure/supplier

3. Be familiar with and comply with all show regulations. Key regulations:
 - ✓ Must be in booth, not encroach on aisle or neighbor
 - ✓ All light and sound must be contained within, and directed into, the footprint of the contracted exhibit space
 - ✓ Masters of ceremonies, narrators, commentators, professional performers, models and/or hostesses, may be used in conjunction with product demonstrations and product presentations as long as these are “substantially related” to the Exhibitor’s product(s) and in good taste. Performers may be included in audio-visual presentations where the overall theme of the film is technical in nature.

4. Define learning content and takeaways
 - How do they _____ the product/service?
 - What are the critical success factors?
 - What is most challenging aspect?
 - What makes your product/service unique or different?
 - How can you get them to _____ interact with the product/service?
 - How can you simulate or recreate the environment?
 - What are the top three things you want them to know?
 - What is one main thing you want them to know, remember and DO as a result of the experience?

5. Determine what products, presentation media, tools and support are required

6. Define number of participants, space requirements and physical environment

7. Script, flow chart, or storyboard the experience

8. Decide who will facilitate and manage the presentation; internal staff/external people, both?

9. _____ and TIME the experience

10. Define how you’re going to capture participant feedback & contact information and what the next action(s) are.

For Businesses Providing Services

1. Building service presentations require more thought and creativity.
2. Identify problems you solve, _____ you create, savings, efficiencies and improvements you can deliver.
3. Focus your presentation on outcomes and results!
4. Strategies:
 - Brief One to One or One to Many Presentations: 3 biggest problems with (process) and how to eliminate.
 - Use a physical prop to hook and engage.
 - White paper or Industry Intelligence report.
 - Case studies: Problem/Approach/Result
 - Visual Client testimonials in exhibit graphics and A/V

Notes from Examples:

Keys to Promoting Your In-Booth Learning Experience

➤ You _____ Promote the Experience!

1. Before _____ At the Meeting – maybe after?

2. Deliver a **Compelling Value Proposition**

- _____ **based:** Curious about? Want to Learn More about? Interested in?
- **Problem based:** Struggling with? Frustrated with? Tired of? Ready to Solve?
- Give us 5 minutes at ProMat Booth #123
- You will SEE – DO – LEARN – GET
- Call to Action

3. Through Multiple Marketing Channels

- Trade Publications: PR, editorial, ads
- Websites: yours, others
- Bloggers – Key Opinion Leaders – discuss topic
- Distributors, Dealers & Reps
- Social Media
- Direct Mail
- Email – house lists
- Signage: in-booth – around city and venue
- Show Attendee Mail list
- Flyer in Show Bag

4. Cross promote with related _____

- Upstream
- Downstream

Keys to Promoting Your In-Booth Learning Experience

5. Offer rewards for participating
 - Unique
 - Useful
 - Supports key message

Notes from Example:

Don't Forget Your Booth Staff!!!

1. Have enough staff (50 sq. ft. per staffer)
2. Have a good mix of staff (sales, marketing, technical, customer svc, execs)
3. Use a booth duty schedule
4. Provide them with written answers to your company/product FAQ's
5. Train them on how to:
 - Engage and disengage
 - Guide conversations by asking the right questions
 - Briefly present company and product messaging
 - Get visitors to commit to a next action
 - Get more information and use your lead capture device

Summary

1. Attendees go to tradeshows to Learn, not to be Sold.
2. If you want a booth full of interested, qualified attendees, you **MUST** integrate a learning experience.
3. There are many significant benefits from doing so.
4. Make sure your in booth learning experience is in alignment with the five success factors.
5. Follow the 10 step process presented to develop your experience.
6. Be sure to promote your experience through as many channels as possible.

What were the three most important ideas you learned in this webinar?

1. _____
2. _____
3. _____

MHI's Commitment to Exhibitor Education & Success

- * ShowPro Pre-show Exhibitor Webinar Series
 - Fast Track to ProMat Exhibiting Success
 - * Selective Attraction: January 4, 2017
 - * Managing Your Visitor's Experience: January 24, 2017
 - * **Managing Leads & Measuring Results: February 16, 2017**
- * ShowPro Live Exhibitor Workshop
 - Held in Atlanta, December 7, 2016
 - * To access presenters' PowerPoint slides, please visit the Show Pro website:
<http://www.promatshow.com/showpro/>