

Twelve Top Tips for Exhibiting in 2014

Times are changing and with the evolution of technology and the explosion of data, it was only fair to give them a look in, so here they are - our Twelve Top Tips for 2014...

1

Count the senses

There are five. Taste, touch, smell, sight and sound. Tell your stand design agency you want as many of the five senses in the stand design as you can.

2

Wearable technology

Watches, wristbands and glasses are going to be big business in 2014. Get it integrated into your exhibition activity as soon as possible to get ahead of the game.

3

Keep it simple

Humans have specially-wired brains which allow them to have 'selective attention' when they are overloaded. Keep your stand simple to avoid being lost in the information overload.

4

Be personable

We all like to maximise our business ROI. That doesn't mean we have to be dead serious and boring. The best businesses entertain, inform and inspire their customers. Promote your personality.

5

Respect data

Treat the data gathered and used at live events with the respect and manner the modern consumer expects. In doing so you'll be ensuring that your digital and live activity performed to their maximum.

6

Before the exhibition

Rave about it on social media. Add the details to your email signature. Drop it into conversation. Make sure people know you're going to be there.

7

Interactive screens

Did you know that people love to get interactive with plasma screens? They're a BIG winner and one of our top tips from our eye tracking research.
www.facetime.org.uk/eyetracking

8

Invest in your staff

Use approachable people who know and can speak confidently about your business - don't just use sales staff. If you need to use promotional staff make sure they are fully briefed and understand why they're there.

9

Ask open questions

Asking if you can help somebody simply won't do. On the most part, they're going to say, 'no'. Try asking what has brought them to the show and go from there. What would you prefer an interrogation or a conversation?

10

Omni-channel

Omni-channel means that the consumer has the same experience across digital, social, mobile or face-to-face. So make sure your exhibition activity is optimised with all your other marketing channels.

11

Qualified leads

The number of leads is important but the number of qualified leads is even more important. Play quality over quantity and you're chances of winning big business will be higher!

12

Follow-up!

The days following the show are prime time. Make sure you reach out to you hot leads while you're still fresh in their heads. Arrange another meeting and focus on conversion!