



## Marketech Memo Issue 21

This is Marketech's move from print to electronic transmittal of our quarterly newsletter – Marketech Memos. We hope that you find this helpful in dealing with the daily challenges that this unusual marketing medium offers. If you do not want to receive this newsletter that focuses on staffing issues of tradeshow marketing, then just e-mail us to remove your name from our distribution list. If you know of other professionals that might benefit from receiving this electronic periodical, e-mail us at [info@marketech360.com](mailto:info@marketech360.com), so we can add them to our distribution list.

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### Think Like an Entrepreneur

As an exhibit professional you are the manager of a micro-business within your larger organization. You are responsible for the ROI of your venture and therefore you need to think more like an entrepreneur than ever before.

Victor Kiam, Chairman of Remington Products Co. (Remington Razor) says we need to all think like owners to achieve our maximum results. He suggests you place yourself in front of a mirror and ask yourself these two questions:

**Can I move the Himalayas if that is what is needed to succeed?** You have to believe you can. That's the way you generate the confidence of your management in the innovations you want to implement in your trade show and event programs.

**Do I have confidence in my plan?** You are asking your management to make an investment in your exhibit and event marketing plan... in your enterprise. In order for them to invest, they need to see that you have confidence in your venture. That you have thought out all the issues – both good and bad. When the hard times hit and they almost always do, most management will not to continue their support your venture if they don't see your unflagging confidence in your plan, in your venture.

### Think like an Entrepreneur, but Work Like a Team Member

Cord Cooper in a recent [Investors Business Daily](#) article talked about selling your goals internally. This very definitely applies to exhibit and event managers. We are the creative side of the team that needs to sell our ideas to others who are sometimes more pragmatic. Here are some factors to consider in selling your ideas:

1. Make it their idea – give your internal customers an outline of your concept and ask for their input. This gets everyone on board before it looks like it is “cast in concrete”. Too many teams get the finished idea and are asked “any

thoughts”. They see their input as superfluous. Your idea is now theirs, too. Give the team full credit for the idea.

2. Let others add refinements – once an idea has been fleshed out, bring in other members of your internal customer team to provide input. This boosts the potential for even more creativity.
3. Offer incentives – if an entire team is working on the idea, offer some kind of incentive for the most creative input or suggestion. It doesn’t have to be money – time off, movie tickets, or vendor supplied trade items.
4. Try three – if the idea isn’t worth a team or committee activity, hold an impromptu meeting and throw out three alternative ideas. Let them focus the idea to meet the need. You might have to steer them in the “right” direction, but in the end you’ll find new ideas coming from the seeds you offered as the original options.
5. Schedule early morning meetings – the best time to get ideas fleshed out is early in the morning while everyone is fresh. If you serve food, they will arrive on time.
6. Try a different locale – you might hold the meeting someplace other than your normal meeting location – at a nearby restaurant, over breakfast – out on the lawn – someplace that says we are doing something different.
7. Change the pace – at times you will want have rapid-fire brainstorming and at other times in-depth evaluation of the ideas that are being considered. Change the pace to keep participants engaged and interested.
8. Be different – try improvisation, role-playing, skits to flesh out the creative ideas you are seeking.
9. Go positive early – if our seeking ideas on a thorny issue, then start with positives, so the more difficult issues at hand can build upon a positive base.

### **Show Selection: How can you assure that you are at the right show?**

- Attend several shows in your market niche to see if they fit with your marketing strategy. Walk the show and evaluate the culture, the climate, the energy of the show and see if matches your style of selling.
- See what your competitors are doing at these shows.
- Look at which shows attract you and why?
- Research the prospectus of the show to understand the audience.
- Obtain a copy of last year’s attendee list, if available, to see who attends.
- Talk with exhibitors at the show to see how the show works for you.
- Talk with attendees to see if they would be interested in seeing you at the show. Sit down and have lunch where attendees are eating and ask them about the show.

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Thanks and Good Exhibiting.

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