



Marketech Memos
Issue 3

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 communications medium offers. If you do not want to receive this newsletter that focuses on the 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, so we can add them to our distribution list.

Exhibit Design

Taking command of your exhibit's design without being a designer is one of the challenges of today's exhibit professionals. Often times you are in the hands of a creative designer who is designer for himself or herself to responding to your needs. Then what can you do to help the designer help themselves?

Answer these questions before you meet with your exhibit designer:

1. Why are we exhibiting – what are our objectives?
2. Who is our target audience? Can you describe them?
3. What messages do you want to communicate to this audience?
4. What do you want to bring home with you? What are your measures of success?

Then answer these questions:

5. Why do attendees visit you?
6. What do visitors want to do when they come visit your exhibit?
7. What do you want to do with visitors to your exhibit after their agenda has been addressed?

Once you answer these questions and address themes and activities that will be necessary to communicate your messages like demonstrations, live presentations, collateral material, conferencing and graphics, the requirements of the exhibit will become apparent. The structural elements, flow and components will begin to take form and you can be a driving force in the generation of your next design, not be driven. A couple of closing points:

- ✓ Keep it simple – visitors need to be able to cut through the clutter and see your message of benefits to them
 - ✓ Keep your eye on your show objectives when creating a design so you have a clear focal point
 - ✓ Plan for efficient traffic flow into and out of your exhibit, as well as when attendees are visiting
-

Most of all, design the exhibit with your audience in mind...they are what counts at an exhibition.

Listening is the greatest challenge for exhibit staffers to overcome, since listening is far more important a skill than presenting an exhibitor's product message. Why? Because exhibiting is finding needs and filling needs. If we can't listen effectively we can't find the needs to fill. Try these with your staff the next time you exhibit:

- ❑ Be interested in other people and have something interesting to say to create rapport.
- ❑ One of the best ways you can show interest is with good eye contact.
- ❑ Focus on the visitor – their whole body, since communicating is more than speaking – it includes non-verbal communications.
- ❑ Focus on their agenda – if you focus on their agenda, you won't be worrying about your agenda.
- ❑ Watch their nonverbal communications. You can tell by watching their eyes if they are drifting away from the conversation even while talking if their eyes start to wander and begin looking at other people or activities.
- ❑ Count to 3 to yourself – 1,2,3 before responding. If you can get to three then the speaker is most normally finished and you won't interrupt them.
- ❑ Allow for periods of silence. Silence is good. It allows both parties in a conversation to think and escalate the conversation to new levels.
- ❑ Be patient – let the speaker finish, then they will give you time to talk
- ❑ Summarize periodically so you are sure you have internalized what has been said – take notes of important points if appropriate to increase your memorability.

We are often asked about “**Staff Appearance.**” Here are some thoughts:

- ✓ Don't overdress or underdress for the audience – your dress should reflect your corporate culture and exhibit theme.
- ✓ Be approachable and professional.
- ✓ Stand up straight and tall – this demonstrates confidence.
- ✓ Always, always smile.
- ✓ Have open body language – stand with your feet apart the width of your shoulders, hands at your sides or behind your back. If wearing a coat, leave it unbuttoned.
- ✓ Avoid distracting mannerisms.
- ✓ Face the aisle, not blocking visitor entry.
- ✓ Stand away from your other staffers.
- ✓ Wear comfortable shoes – if your feet hurt, it shows.
- ✓ Wear mild perfume and after-shave.

The Experience Economy, Joseph Pine and James Gilmore

I can remember when I read that we were moving from a manufacturing based economy to a service economy, then to an information economy. I said, how can we exist without manufacturing products and providing services? How can we

just be generators of information? Well we did and we are now moving into the experience economy.

In the old order to differentiate your "commodized" product was to provide outstanding service. Now, Pine and Gilmore, in *The Experience Economy*, project that we are rapidly moving from a focus on service to one centering on experience. If service was controversial as a foundation of an economy, then ponder an economy based on experiences. Consumers expect to be an integrated part of the buying process, not a by-stander. We are exposed to these experiences in our retail environment at neighborhood malls.

The authors write, "Those businesses that relegate themselves to the diminishing world of goods and services will be rendered irrelevant. To avoid this fate, you must learn to stage a rich, compelling experience."

I am sure that Joe Pine and Jim Gilmore did not write this book for exhibit marketers, but if you can translate their retail examples to the trade show environment, you will be miles ahead of those that are just looking for three demo kiosks, a tower, an information counter and showing up at their next event.

Want more stats, you'll have to wait until the next issue. We are always on the lookout for statistics that will help sell the case for Exhibit Marketing.

Thanks and Good Exhibiting.

Mim and Marc Goldberg, Jerry Gerson, Susan Brauer and Betsy Ortolano
Marketech, Inc. the specialists in exhibitor staff training
19 Powder Hill Way
Westboro, MA 01581
info@marketech360.com
508/836-2633
www.marketech360.com
