



Marketech Memos
Issue 5

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.

Barry Farber, host of a syndicated radio program talks about “**Learning from the Mistakes of Others**”.

Extend a friendly welcome – don't make a mistake by making a less than friendly welcome. Start out with the right first impression by welcoming people to your exhibit enthusiastically.

Are you a bullet or a butter-fly? Bullets rat-a-tat through conversations in a business-like way – butterflies want a leisurely personal exchange. If your communication style doesn't mirror the visitors to your exhibit, they will be turned-off, tune-out and leave.

It was once said that it's who you know, not what you know, however visitors value what you know far more than any other characteristic. It also is important how those you know feel about you. Make sure you have the support and respect of those you are depending upon to make the relationship work.

If someone asks you a question, you don't know the answer to, say so.

Otherwise you might be caught in a situation termed “intelligent ignorance”. You sound like you know what you are talking about, but you are dead wrong and the listeners knows it.

Men and women communicate differently. Mostly of us know this. Men communicate out of positioning and women by connecting. It comes off badly when we try to top out the other person. You are told about a great vacation from a client and top it with where you went on vacation.

Judi Baker-Neufeld of Tradeshow-Plus has identified a **7 Step approach to creating effective promotions**. Did you know that less than 20% of exhibitors promote their attendance at shows?

Consider this:

Trade show are a highly competitive environment where an average visitors commits about 8 hours and visits between 25 and 31 exhibits over a 2-3 day

period. That is those they spend at least 5 minutes at, talking with the exhibitors. Of those exhibits visited, 75% are planned prior to the show. That leaves only 25% arbitrary, or left to chance. By contacting attendees before the show you can get on their “must-see” list of exhibitors. If pre-show promotion is too much of an undertaking, then exhibitors have to think about an interesting, attracting at-show promotion. Whether it is a pre-show or at-show promotion, you will be increasing the memorability of your exhibit activity.

7 Steps to Achieving Effective Promotions

1. Gather strategic information that impacts the execution and results of the promotion. What are the needs of your sales, marketing, and management internal customers?
2. Get the best data about each show or conference. What channels of communication will work best.
3. Set realistic promotion goals and quantifiable objectives. This becomes the basis of your measurement promotion.
4. Create an integrated promotion plan to begin with pre-show activities, continues at the show and concludes after the show.
5. Develop a focused creative approach with a major message that assures memorability.
6. Establish strategies and tactics to implement your creative promotions.
7. Measure & Report the results of the promotion program.

Do you like stats? Here’s what is new:

The Center for Exhibit Industry Research (CEIR) has reported industry stats for over 20 years. The Power of Exhibiting II, gave us some of the most important insights into attendee behavior to guide us in our selling trade shows inside our organizations:

91% of attendees find their most useful source of buying information comes from trade shows – ahead of articles in business press, ahead of friends and business associates and ahead of catalogs and directories. The hands-on, interactive, person-to-person nature of the medium creates high trust.

72% of attendees reported that their attendance at a trade show event was instrumental in their purchases – the interactive, hands-on nature of the interaction leaves a lasting impression.

Thanks and Good Exhibiting.

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