



Marketech Memos
Issue 23

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 the unusual marketing communications media of tradeshow and events offers. If you do not wish to receive this newsletter that focuses on the staffing and measurement issues of tradeshow and event 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 and forward this copy to them.

Football Professional Jerry Rice teaches us all a lesson:

What can we learn from 38-year-old Jerry Rice to achieve the pinnacle of our profession in trade show marketing?

Maintain peak physical condition – Since most of us don't have to be in the top physical condition that is required of an athlete, we do need to be conditioned physically so we can withstand the rigors of 10-12 or 14 hour days, exhibit set-up and tear-down and the "work all day – fly all night" schedules we have to maintain. Without being physically fit and eating healthily we cannot maintain the schedules that most of us are required to endure. In addition to physical stamina, we require mental agility to bob and weave with the variety of changes we have to face day-in and day-out from our many constituencies and internal customers.

Master the skills of your profession – Become a student of exhibiting. For us to be in control of our exhibit and event programs, we need master the skills – planning, budgeting, marketing, project management, elements of design, and logistics. We need to be life-long learners – read everything we can. We need to spend some time, be it 30 or 45 minutes, of every day committed to learning.

Be tough on yourself – You face both internal and external competition. In order to rise to the top of your profession, you need to be tough on yourself. Set a disciplined course. That doesn't mean work yourself into a stressed-out condition that leads to burn-out. It means setting goals, identifying what is working for you and what isn't. It means continuous improvement and creating plans for growth and professional expansion.

Work hard, work smart – You only have so much time. You need to devote time to your job, your family, and yourself. Too many of us are heard today saying, " what life?" We

just work. In order to achieve top performance you cannot just work hard, but work smart so you have enough time and energy left over to live the remainder of your life.

Maintain a positive attitude – Today we are faced with stress from downsizing, rightsizing, “de-dot.comization”, shrinking budgets, and management that doesn’t understand the medium. In order to maintain balance and achieve the performance you desire, you need to maintain a positive attitude. We’re not talking about “looking at the world through rose colored glasses”, but we are talking about glasses being half full and not half empty. We are talking about strategic thinking that allows you to work out issues logically and rationally, not emotionally.

When you are doing something you truly don’t like, ask yourself if this is the worst it can get? – There are lots of activities we don’t like to do. Defending your budget, firing a supplier because they are not preferred by your new management, or sitting and waiting for lost freight. Just ask yourself is this as bad as it could get? Obviously, no, so cheer up and remember as Little Orphan Annie sang, “the sun will come out tomorrow”.

Be a perfectionist – This is what is expected of you. Being a perfectionist doesn’t mean that you get bogged down in details or become an anal-retentive personality. It means that everything you do, you do the best you can every time. And each time you do it, measure your own performance, decide what was done right and what could use improvement and create a plan to improve it. Continuous improvement breeds perfection.

If we all can aspire to be a Jerry Rice, a Picka-Boo Street, a Nancy Kerrigan – we will drive for the end zone of our profession every day, all the time.

Patrick Marketing asked in a recent survey of 400 marketing execs, “what is the biggest single marketing-related challenge your company faces?”

- #1 -Poor Economy
- #2 -Customer relations
- #3 -ROI

When asked what marketing tool was most effective in generating sales leads?

- #1 Direct Marketing
- #2 Events

Check out the whole study at www.patrickmarketing.com

Designing an exhibit is more than what property do you need and what color should it be? Before you can sit down with a designer, you need to ask yourself:

- Why are you exhibiting?
Generating leads for new sales, consummating sales, enhancing your brand, positioning, meeting with existing customers, or learning and teaching
- Who is your target audience?
Can you describe the audience you want to visit your exhibit?

- What do you want to communicate?
What messages do you want to deliver to this audience?
 - What do you want to take home that is a measure of your success
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Take a look at what GURU Report G1.03 from CEIR says about training your staff:
Why do exhibitors conduct exhibitor staff training?

26% To train new sales representatives
24% As a reminder of exhibiting skills
22% To increase sales exhibition leads
20% To create team spirit

Thanks and Good Exhibiting.

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