



Trade Show Tips

Increase ROI at your next event

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FOLLOW THESE SIMPLE STEPS:

1) SET GOALS

Set clear and measurable goals prior to event. Outline what you hope to accomplish, how many contacts you hope to make, what messages you want to convey about your company, etc.

2) IDENTIFY KEY MESSAGES

Have at least 3 key messages you want communicated about your service/product offering and company while at the show. Make sure your staff is aware and trained on these key message points.

3) KNOW THE AUDIENCE

Make sure you know the different types of people who will be attending this show and educate your staff on what messages work for the different types of people. Make sure to ask qualifying questions as people approach your booth to identify what they will be most interested in.

4) STAFF CORRECTLY

Have your booth staffed at all times, and be careful not to over-staff it. You need the right amount of staff to make the booth look inviting.

5) LOOK PROFESSIONAL AND WELCOMING

Make sure your staff is dressed appropriately for the event and do not allow them to sit, eat, drink or work on cell phones or e-mail while working in the booth.

6) ENGAGE ATTENDEES

Prepare at least 3 engaging questions prior to attending the show and communicate these to your staff who will be working the booth. This is a great way for you to “pull” people into a conversation as they walk by or approach your booth if they are a fit for your offering.

7) COLLECT CONTACT INFORMATION

Provide an incentive for visitors to leave their contact information. The easier you can make your process for collecting their information the more likely you are to get it. If possible, rent a lead retrieval system from the show and scan people’s badges. This provides you with an easy way to follow-up with people who showed interest in your offering after the event is over.

8) TAKE NOTES

Keep notes on the people you visit with at the event. If they leave behind a business card, jot down information that you learned about them while you were visiting. When you follow up after the event, they will be impressed you remember them and specifically what you discussed.

9) PROMPT AND APPROPRIATE FOLLOW UP

Now that you have leads send an e-mail, brochure packet or make a call to schedule a web conference or face to face meeting. It is estimated that 62% of literature and promotional items are thrown away by attendees. Make sure you develop a post-show marketing plan that enhances memorability and adds value to your message.



For more information about any of our services, please visit our web site or contact:

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