



INSIDE OUT COMMUNICATIONS

## BEFORE THE SHOW (IT'S THE "B" IN B.A.D)

### ***DO:***

- Develop a list of goals and objectives for attending the show. The reasons for going must be clear and measurable, so you can tell whether attending was worthwhile.
- Choose carefully the team who's going to attend. Sometimes the best sales people are not good at tradeshow.
- Formally train the members of the team who'll be attending. Even the most experienced salespeople can get complacent at tradeshow and forget that they are always on display.
- Announce to the entire company that you're attending the show, and tell them why. Tell manufacturing, front desk, human resources...you get it. Everyone counts. Everyone talks. Everyone should feel part of it.
- Research the list of companies that have signed to attend, including competitors, customers and prospects. Circulate the findings.
- Study the possibilities for hosting a breakfast meeting or a lunch workshop; it positions you and your company as experts and attracts a lot of attention.
- Once you know your booth number...let your customers and prospects know that you are attending! Invite them to the booth and give them a reason for doing that.
- Prepare a press release announcing to the trade media that you'll be at the show, and giving a reason for your attendance – a new product or service launch, for example.
- Have media kits, printed and electronic, ready to hand out to any press member you meet.
- Have your social media team circulate the news, and post the announcement on your website. While you are at it, clear the old news.

### ***DON'T:***

- Underestimate the importance of incorporating your staff's opinion as you develop the official list of goals and objectives for the show.
- Forget to check out how you did the last time your company attended that same show.
- Neglect having a professionally written press release ready to hand out to any press member, stating who you are, why are you at the show, whether you're introducing a new product or service.
- Take for granted that the show people will have everything you need; bring extra supplies of scotch-tape, staplers, electrical cords, lightbulbs, spot remover, static-free, magic markers, magic glue, magic drinks.
- Send somebody to a tradeshow because that person "needs a break." It's not a break. It's a lot of hard work.
- Buy giveaways that have no connection with your industry, your technology or your solution.
- Leave behind your sense of humor. Things will go wrong. You can rise above.



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## AFTER THE SHOW (IT'S THE "A" IN B.A.D)

### ***DO:***

- Keep in mind, the best is the enemy of the good. Better to have a quick debriefing meeting with the people who attended than to wait to be able to meet for ½ day, and by then everyone forgot.
- Check whether goals and objectives were met. If not, why not? Maybe they were not realistic. Or maybe the team was not well prepared.
- Take in everyone's opinions and comments.
- Follow up with anyone who signed up, handed a business card, visited the booth.
- Same with any media rep.
- Follow up with customers and prospects you invited but did not show up.

### ***DON'T:***

- Forget to thank team for their work.
- Neglect to examine show booth materials for any needs for repair or substitution before they get put away.
- Underestimate the importance of a quick mention in social media and in your website about the success of the show from your point of view. And while you are there, update the tradeshow calendar.
- Put off for too long a formal report about the good, the bad and the ugly at that particular tradeshow; it will help next year's prep be more focused.



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## DURING THE SHOW (IT'S THE "D" IN B.A.D)

### ***DO:***

- Do your homework. Review your company's goals for attending the show. Strategize with the team on the best ways to reach those objectives.
- Brush up on industry and business current events, trends, news and gossip, so you're ready for small but smart talk.
- Acknowledge and be polite to your neighbors.
- Smile if it kills you.
- Look at people straight in the eye, not over their shoulder as if checking out for someone better to appear.
- Be polite to everyone. A) It's the right thing to do. B) You never can tell.
- Keep your hands free for handshaking, showing your products, getting visitors' business cards...
- Fake it. If you're bored to death, act interested, look for ways to remain awake, engage in conversation with the people in the next booth.
- Remember you are always making an indelible impression on people, whether you realize it or not, just by the way you stand, hold yourself, act.
- Bring an extra pair of shoes to be able to change halfway through the show.
- Wait until you can sneak a break to eat, drink, and check messages.
- Have a place where you can hide personal possessions.

### ***DON'T:***

- Eat.
- Drink.
- Use your cell phone, laptop...
- Leave your briefcase or your purse around.
- Have cups of coffee or drinks on the table – neither yours nor visitors'.
- Have papers or trash around.
- Stand with your back to the aisle.
- Engage in long talks with other members of your team.
- Leave early.
- Look bored.
- Complain.
- Dismiss anyone as "not important" or "not our prospect..." because even "not important" people have important spouses, friends, neighbors, bosses...
- Badmouth the competition.