



Present

When the NACS Show Doors Close

9 Power Strategies for Post Show Exhibiting Success

Participant Learning Objectives

This web-briefing will...

1. Remind NACS Show exhibiting companies about the many educational resources available.
2. Overview specific strategies to help exhibitors be more successful in the critical post-show phase of the NACS Show.

NACS Show Exhibitor Education Program

Live and Re-playable Web Programs

- **Live & Re-playable Webcasts**
 - July 22 – Mystery Shopper Findings- Tips & Tricks for Experienced Exhibitors
 - August 12 - Social Media and NACS Mobile App
 - September 15 - Strategies for Post-Show Success

- **Exhibiting Success E-Courses**
 - State-of-the-Art Exhibit Marketing
 - Moving From Logistics to Strategy
 - Moving From Leads to Sales
 - What Gets Measured Gets You Noticed

- **Short Video Clips of NACS Show Buyers Discussing What They Want and Need From Exhibitors**

- **Online Access:** www.nacsshow.com/ExhibitorEd

Strategy #1. ACT in ALL Three Links of the Tradeshow Success Chain

1. Pre-show
2. At-Show
3. Post-Show

Strategy #2. Hold End-of-Day and End-of-Show Debrief Meetings

1. End of DAY/SHIFT meeting
 - Gather the exhibit staff in or near the booth
 - Review daily or show goals and staff roles
 - Discuss progress made - what worked – what didn't
 - Identify what to focus on for the next shift or day
2. End of SHOW meeting
 - Gather staff and/or stakeholders
 - Discuss overall show goals
 - Gauge initial progress toward show goals
 - Identify key actions areas for post-show

Strategy #3. Measure Back to Exhibiting Goals

- Did you set SMART Goals?
 - Company – Departmental – Show specific
 - Were written action plans developed?
 - Were the plans communicated effectively?
 - Did you get staff and stakeholder buy-in and support?
 - Were key checkpoints identified?
 - How did the exhibit program visibly support goals?
 - How did the exhibit program measurably support goals?
- View *Moving From Logistics to Strategy* e-course at
<http://www.nacsonline.com/NACSShow/ForExhibitors/EEPW/Pages/E-Courses.aspx>

Strategy #4. Prepare for Lead Follow-up BEFORE the Show

1. 87% of tradeshow leads are never effectively followed-up. Source: Tradeshow Trends Study 2008
 2. *Primary Reason?* Waiting until AFTER the show to determine what to do with leads.
 3. Identify types of leads and/or priorities
 4. Determine next action steps for each type or priority
 5. Develop next actions step communications and have them ready to go immediately after the show
- View *From Leads to Sales* e-course at
<http://www.nacsonline.com/NACSShow/ForExhibitors/EEPW/Pages/E-Courses.aspx>

Strategy # 5. Use CRM Systems and Automated Processes to Manage Leads

1. Do you use a CRM system?
 2. Benefits of CRM systems
 3. Consider www.salesforce.com or GoldMine software
 4. If a new lead source/origin code to show
 5. If existing contact, enter history from show and next action steps
 6. Use automated processes or triggered workflow tools
 7. Use lead reporting functions
- *Checkout* www.Salesforce.com or
<http://www.frontrange.com/software/crm/goldmine>

Strategy #6. Get Sales Staff to Report Lead Progress and Sales Conversion

1. Do you have a culture of reporting accountability?
2. Do you sell through employees or independents?
3. Tips and tricks:
 - Improve Lead Quality
 - Communicate Cost Per Lead
 - Set Predetermined Reporting Dates
 - Create Transparency
 - Determine the Key Milestones in your Sales Cycle
 - Kick off or Support with Contests based on Reporting Progress and Conversion

➤ View *From Leads to Sales* e-course at
<http://www.nacsonline.com/NACSShow/ForExhibitors/EEPW/Pages/E-Courses.aspx>

Strategy #7. Use Financial and Exhibit Performance Metrics

1. Spend by Major Area
 - ___ Space
 - ___ Exhibit
 - ___ Show Services
 - ___ Transportation
 - ___ Travel & Entertainment
 - ___ Promotions
 - ___ Other
2. Cost of Face-to Face Interaction
3. Cost Per Lead (CPL)
4. Cost Per Interaction (CPI)

5. Soft Dollar ROI

6. Hard Dollar ROI

➤ *View What Gets Measured Gets You Noticed at*
<http://www.nacsonline.com/NACSShow/ForExhibitors/EEPW/Pages/E-Courses.aspx>

Strategy # 8. Create an *Exhibiting Effectiveness Report*

1. Exhibiting Goals and Objectives and Progress Made
2. Leads: Number, Quality, Value, Priority, Cost Per Lead
3. Traffic: Estimated Booth Traffic Compared to EIC
4. Cost Per Interaction Compared to Field Sales Call
5. Pre, At, and Post-show Marketing Media and Effectiveness
6. Exhibit Design
7. Demonstration/Presentations
8. Key Customers or VIPs met
9. Hospitality Events
10. Competitive Summary
11. Publicity Relations and Media Exposure
12. Final Show Budget Versus Actual w/Benchmarks and ROI
13. Lessons Learned & Recommendations for Next Show

Strategy #9. Learn from the Experience

1. What did we learn about...
 - Exhibit program?
 - Staff?
 - Marketing?
 - Demonstration/Presentations?
 - Market or Industry?
 - Customers?
 - Competition?
 - Other?
2. How will we use this learning experience to improve future performance and results?

ACTION : What are the three most important ideas you will act on from this webcast?

Want to Make it BIG in Show Business?

Put the "Tradeshow Turnaround Artist" On Your Team!

"In today's changing and competitive marketing arena, exhibitions are one of your most effective media... IF done properly. However, few exhibitors truly understand how to make exhibitions payoff," says Jefferson Davis, America's premier exhibiting expert and author of Results-Focused Exhibiting.



Described as *"a burst of focused and positive, can do energy"*, Davis's innovative, practical and process based approaches to exhibiting has helped his clients produce over **500 million dollars** in exhibition sales. Over 100,000 exhibitors have attended his exhibiting success live seminars, workshops and webcasts. Hundreds of companies have hired Davis as a consultant and trainer and have experienced immediate, dramatic and measurable improvement in their exhibiting results in just one show cycle.

Is your company ready for a tradeshow turnaround?

Visit www.tradeshowturnaround.com.

Or call Jefferson Davis at 800-700-6174 to learn more about:

- ❑ Exhibiting by Objectives Consulting Services
- ❑ High-Impact Pre-show Marketing System Development Consulting
- ❑ Custom Exhibit Staff Training Workshops and Coaching
- ❑ Solution Focused Sales Training and Development Programs
- ❑ Closed Loop Lead Management System Development Consulting
- ❑ Exhibiting Cost Control and Return on Investment Measurement Consulting

**Competitive
Edge** 
"exhibiting excellence"

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