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How to run a successful trade show booth ?

Julien Rio shares a few rules to make this quest possible and manage the multiple pieces that you need to organise

Every exhibitor seeks the secret of running a successful Trade Show booth. But to uncover this holy grail, one should first define what success really means.

What is a successful trade show booth?

Success is always relative and depends on the investment you make and the expectation you put in the event.

Some key elements of most companies' success are: positive ROI, good visibility, brand awareness and media coverage, new potential customers that couldn't have been captured otherwise and an updated vision of the industry's landscape.

But reaching these targets is a long haul and requires multiple elements to be managed properly.

If you want to run your trade show booth successfully, you will need to follow those rules:

Plan early



Julien RIO

Julien is the Founder + CEO of myfairtool, an online solution for companies exhibiting at trade shows to increase their efficiency and results.

Planning a trade show booth takes time. It takes a lot of time to manage the multiple pieces you need to organize, and three weeks won't break it.

Give yourself at least 3 months, but it would be optimal if you could plan 6 to 8 months ahead. (Get your week-by-week plan with our series "20 weeks to success")

Delegate

A successful trade show booth is always run by ONE person. This person is in charge of the direction, the budget, making decisions, training others, tracking results, etc. But he / she is also in charge of delegating.

Being in charge doesn't mean doing everything by yourself. Learn how to share the workload with others and involve them in the process. Success is often the result a team effort, so be a team player.

Train your team

The direct consequence of working with others is that your success depends on their ability to do their part. You certainly know the saying "a chain is as strong as the weakest link" - it's true.

If you need your team to excel, you must train them - don't expect them to read your mind or do miracles if you



Don't tell them what to do, how to do it
and, most importantly, why they must
do it. (Find out experts advice on trade
show training solutions)

Have a lead qualification process

Leads are not created equal and your
time is limited. That means that you
cannot afford to waste time with low
quality leads and miss on opportunities
with high quality ones.

Since you cannot tell a visitor's potential
just by looking at him, you must define
the Lead Qualification Process – a set of
questions that will help you estimate
the potential of a lead before deciding
the best method to use and how much
time to spend with him.

Be active during the show

Your role isn't the same as any other
team member if you are in charge of
running the booth. Yes, you must greet
visitors and capture leads, but your
role is much wider than that. You must
arrive before others and make sure the
booth is clean and tidy. You need to
make sure everyone is here, give a pep

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mean doing everything by
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talk, remind everyone of their individual
targets. You are in charge of coffee
breaks and lunch hours. You must play
the booth-mom and remind your team
that chewing gums and playing with
their phones is not allowed. You need
to stop bad behavior and reward good
ones.

You must keep your team aware of
their progress and make sure your back
office knows what is going on. You need
to get your Social Networks on fire and
engage with your audience. All in all,
you must keep control of everything
happening in your booth.

Have a follow-up strategy

You should not hire people before you
know what you hire them for. Similarly,
you shouldn't go to a trade show before
you plan how to follow-up.

Have a clear strategy in place before

going; define how to divide the leads,
who should follow what, prepare
follow-up templates, arrange a
timetable, etc.

It is much easier to be efficient when
a clear roadmap is defined than when
you need to figure out the steps as you
walk.

Track your results

We said it earlier, an event's success
is defined by your ability to reach your
targets. That means that you will have
to do some tracking if you want to
estimate your success!

Track things such as leads captured,
leads converted, budget spent,
revenue generated, etc. Tracking does
not stop at the end of the show: it goes
on for a few months until each lead has
been either converted or lost forever!

Now you should have all the cards to
run a successful trade show booth –
it is just a matter of playing the right
cards!

www.myfairtool.com

