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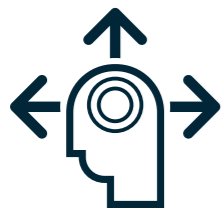
MAXIMISING EXHIBITION ROI

The three communications
phases to consider

2020 is a landmark year for major international events in print, packaging, graphics and visual communications, with **drupa**, **Interpack** and **FESPA Global Print Expo** all on the calendar.

When you commit time and budget to exhibiting, it's important not to overlook the critical role of communications in maximising your return on marketing investment.

There are three key communications phases to consider:



1. Pre-show

Building awareness of your brand is your biggest priority. You've established a visual theme for your stand and engaged a stand designer. You know which products or services you're going to major on. Now you need to think about shaping your story towards the visitor, and making sure they have you on their shopping list of 'must-sees'.

Time is precious, and research shows that most visitors to business exhibitions will prioritise a handful of companies to spend time with. To get your message out, you need to use the whole marketing mix; PR, direct marketing, advertising, social media, all of which should drive people to exhibition-specific web content where you can capture their interest and start to develop a relationship that will come to fruition at the show.

And you need to start planning to make sure that the marketing collateral you will have on site is consistent with that message, and that your stand personnel are well briefed.



10 ways we can help you pre-show:

1. Initial theme development
2. Event specific messaging
3. Brainstorming visual concepts and event straplines
4. Planning and producing stand copy and visual content
5. Devising or enhancing promotional collateral
6. Executing multi-platform visitor campaigns
7. Delivering preview press coverage in influential media
8. Social media engagement with press and prospects
9. Event planning and project management
10. Media training and spokesperson briefings



2. At-show

Once on site you have several priorities. First and foremost, you're there to connect with customers and prospects, fill your sales pipeline, gather leads and make sales.

Events are also made for wider networking and building business relationships. That means meeting with journalists and analysts covering your sector, looking out for companies who could offer you complementary technologies or new channels to market, and initiating new contacts with influencers for your mutual benefit.

Often events bring together subject matter experts and senior spokespeople who would otherwise be hard to get in one place. Take the opportunity to capture their thoughts and discussions, perhaps in the form of video interviews or short vox pops, to feed your content marketing efforts at- and post-show and stimulate ideas you can develop later.

Don't forget to use all available 'live' media channels to keep your brand story up to date throughout the show and share your highlights and successes. And, be sure to listen to what's going on in the market, both in direct conversations and over social media, to interpret the buzz from customers and competitors.



3. Post-show

All too often, companies lose momentum when the show is over, focusing on hot sales leads but failing to maximise the potential to keep a longer-term dialogue going with all the leads they gathered. Think about how you can nurture their interest in you, keeping up a conversation across all your communications channels, sharing valuable or educational content, inviting them to live or web events that will keep your brand front of mind when investment in your product becomes a priority.

What changed in the competitive landscape at the show, and how do you need to adapt your offering and message to the market? Did you recognise a USP you never knew you had, or identify a weakness in your value proposition that needs addressing?

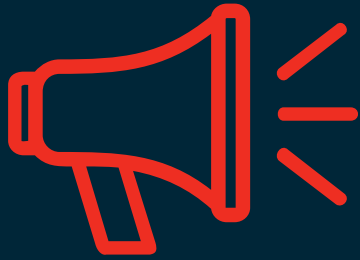
After the show, take time to make sense of what you learned, and adapt your marketing approach accordingly, as well as updating your content to reflect what's changed. Most importantly, set to work developing a long-term communications strategy that will sustain interest in your business until the next landmark event, building on what you've achieved.

10 ways we can help you at-show:

1. Bring management, media, analysts and influencers together
2. Maximise media coverage for your major show news
3. Talk to subject matter experts to feed thought leadership content
4. Promote your on-site successes across all channels
5. Create dynamic content to sustain social feeds
6. Facilitate press conferences, VIP briefings and customer events
7. Support with on-site capture of video content
8. Interview customers for testimonials and case studies
9. Refine sales talk-tracks to reflect prospect feedback
10. Collect and share industry intelligence, including social listening

10 ways we can help you post-show:

1. Honest SWOT analysis of your show marketing
2. Refresh or rethink overall communications strategy
3. Follow up with editors and build long term relationships
4. Post event analysis of your marketing campaigns and competitors'
5. Publicise sales successes from the event
6. Develop and promote follow-up case studies of major installations
7. Ongoing stakeholder relations to maintain interest and awareness
8. Drive direct marketing to sustain brand visibility
9. Plan social campaigns to engage with customers beyond the show
10. Develop fresh content to keep your story alive



LET US BRING YOUR STORIES TO LIFE

We have a 35-year track record of helping clients to maximise their return on investment at B2B events, and have worked at a strategic consultancy level with many of our industries' leading trade show organisers, including FESPA and Messe Düsseldorf.

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