



The Art of Engagement & Booth Etiquette

- CME – Certified Manager of Exhibits
- 12 + years exhibit/event management experience
- Diplomas:
 - Business Administration – Marketing
 - Public Relations
 - Event Marketing
- Travel around North America teaching people how to work booths more effectively.

Creating an Impression

- The person in the booth IS the University!!
- 11 impressions formed in the first 7 seconds.
- Impressions are formed from 10-15 feet away.

Past Experiences Review

- What's working in the booth?
- What's NOT working in the booth?
- What needs improvement?



85%

Of an exhibitor's success will lie in the performance of the staff.

Source: CEIR

Staffing Challenges

Working a Trade Show booth is NOT natural. The average challenges faced by booth staff are:

- Stopping People
- Where to stand in the booth
- Fear of rejection “Face to Face”
- Not knowing the answers to questions asked by attendees.
- Fatigue – Physical and Emotional

Increase your ROI

5 Steps to Booth Staff Training

- Attendee Research
- Selecting the right workers
- The pre-show meeting and training
- Booth interactions – step by step
- Motivating booth staff to achieve success

Attendee Research

What the attendee's want?

- They prefer to talk to people who know the schools programs vs. Top Management.
- Knowledge of school and programs is the most important staff attribute.
- Attendees prefer “one-on-one” as opposed to “one-on-many” approaches for delivering information.

Attendee Research

- The show website. Check out the “Who should attend” and research the information for attendee registration.
 - Don’t forget to notify your existing recruits about your participation.

The WORST Staff behavior you've ever seen!!

Selecting the right workers

Booth Staff Behavior - “Challenging”

- The Wanderer
 - I’ll be right back
- The Gossiper
 - Talks to other workers instead of attendees
- The Giver
 - Just hands out your “free” stuff
- The Hider
 - Hides in the back of the booth

Selecting the right workers

Booth Staff Behavior - “Challenging”

- The “Used Car” Salesperson
 - Instead of listening to attendees tells everyone the same story.
- The Experienced
 - Is not interested in training as they have been doing shows for years.

Selecting the right workers

- Understand their importance to the success of the show.
 - Ensuring Management understands the importance of the right staff.
- Match your workers to the attendees.
 - Students, Professors, and Recruiters
- Motivated by the opportunity to participate.

Booth Staff Characteristics

Make a list of the characteristics you would like your booth staff to have.

The Pre-Show Meeting

- Every pre-show meeting should include the following:
 - Trade Show Goals
 - Staff Goals
 - Staff Training
 - “New Program” Training
 - Key Selling Points
 - Lead Management
 - Contacts
 - Booth Layout

The Pre-Show Meeting

- WHO
 - Who will be leading the meeting?
 - Who will be attending?
 - Can you get your executive there to communicate the importance of proper staffing?

The Pre-Show Meeting

- WHAT
 - What is the meeting agenda?
 - What is the staffing agenda?
 - What will you be teaching your staff?
 - What are the booth staffers expected to produce?
 - Leads, Exposure or Both

The Pre-Show Meeting

- WHERE
 - Where will you be holding the meeting?
 - Office before you go?
 - At the hotel before the show?
 - On the show floor before it opens?

The Pre-Show Meeting

- WHEN

- It is recommended to do your meeting no more than 1 week before the show.
- Staff Training works best at the office or at the hotel the day before the show.
- Daily pre-show or post-show meetings should be held for the duration of the trade show.

The Pre-Show Meeting

- WHY
 - The only way your staff can succeed is to know what is required of them and how their performance will be measured.
 - To simply expect that employees know how to work a Trade Show is not enough. Build their confidence with training and watch your results soar.

Booth Interactions

A typical booth interaction will include the following steps:

- Engage
- Qualify
- Presentation
- Follow – up
- Disengage

Booth Interactions

ENGAGING

- Slowing people down
- Be proactive in the booth by:
 - Standing in the proper place
 - Be alert and scan the audience
 - Keep a smile on your face

Booth Interactions

ENGAGING

- Make your opening question business related.
 - Lose the “Hi, How are you?”
 - Develop 3 opening questions as a team
 - Don’t use the same question over and over again to avoid it sounding canned.

Booth Interactions

QUALIFYING

- Ask as many questions as you can to find out more about the attendee and what attracted them to your booth. Questioning keeps you in control of the conversation.
- Develop with your team what information you need.
 - Customer Profiling

Booth Interactions

PRESENTATION

- Customer Focused Exhibiting
- Can the elevator pitch
- Present only what the attendee has expressed as a educational concern.

Booth Interactions

FOLLOW-UP

- How to take information correctly
- Establish what kind of information you need to make follow-up calls
- Ask when, where and how to follow up with the attendee

Booth Interactions

DISENGAGING

- It's okay to end the conversation.
- Using your premium to disengage.
- How to stop the questions.

Booth Interactions

Role Playing Exercise

Motivating Staff

What motivates your staff to perform?

- Recognition amongst peers?
- Recognition with executive?
- Cash?
- Bragging rights?
- Priority in handling “A” class leads?
- Upgraded hotel rooms for next show?

Motivating Staff

Ensure your staff is aware of the organization's show goals.

Staff should have daily and show goals to achieve

- # of leads (New Students graduating within 24 months)
- # of badges scanned (Exposure)

Motivating Staff

How will you motivate your staff at your next trade show?

Communication Basics

Albert Mehrabian discovered that people form opinions based on three variables:

- Verbal – Words we use – 7%
- Para-Verbal – How you say it – 38%
- Non-Verbal – Body Language – 55%

Communication Basics

Educate your staff about perception and how what they do with their body will influence people's perceptions of them.

The RULES!

- Rule #1 – No eating in the booth
- Rule #2 – Water only
- Rule #3 – No sitting
- Rule #4 – Cell phones off
- Rule #5 – Talk to attendee's, not your coworkers
- Rule #6 – Take breaks only when the booth is slow.
- Rule #7 – Use booth space for selling
- Rule #8 – Keep your breath fresh
- Rule #9 – Save your party until after the show is over
- Rule #10 – Have FUN!!

QUESTIONS?

Thank You!

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