NAFA
Fleet Management Association

Competitive Edge
"exhibiting excellence"

Present

How to Design & Deliver a More Valuable Visitor Experience

Participant Learning Objectives

1. Learn the 3 main reasons people attend tradeshows.

2. Find out how exhibitors can better meet attendees' learning and sourcing needs.

3. Determining what to feature and present/demonstrate.

4. Review demonstration/presentation strategies.

5. Overview 6 types of demonstrations & presentations.

6. Identify key planning questions to ask.

7. Learn the 7 steps to building effective in-booth presentations.

- Attendees are time pressured, have <u>over choice</u> about where to spend their time, and are <u>very selective</u> about how much time they spend in the exhibit hall, and which exhibits they visit…

- Is your exhibit adding value to their event experience?

- Is your exhibit a Worthy Destination?

3 Primary Reasons People Attend Tradeshows

- _____/Continuing Education/Accrediting

- Network/Interact with Colleagues/Suppliers

- Source/Purchase Information/Revalidate

    ➢ How well is your exhibit serving these needs?

    ➢ What specifically are you doing to meet these needs?

How Can We Better Meet LEARNING Needs?

1. Know what **current trends** are impacting the market and design your exhibit experience to directly address them.

2. Identify practical _____ **take aways** and build your experience to deliver them.

3. Explain **precisely** how your services/products help them respond to trends and perform their jobs more proficiently.

4. Provide **hands-on/minds-on** opportunities to interact with content.

5. Use **technology** to make content available in multiple formats: one-to-one, one- to-many and self-guided

6. Offer take away content: **white papers, case studies** and industry intelligence reports spotlighting new/best practices, current/future trends and solutions to problems.

7. Create space in booth for **peer-to-peer discussion**.

8. **Promote** your experience and emphasize four key words:

    ➢ _____ – _____ – _____ – _____

9. Study **educational session roster**, suggest sessions relating to interests.

How Can We Better Meet SOURCING Needs?

1. Prominently feature what's _____ in your exhibit.

2. Demonstrate and **prove** savings and efficiencies.

3. Provide **interactive** calculators.

4. Provide **truthful** competitive comparisons.

5. _____ visitors on how to evaluate your type of purchase.

6. Identify visitor **purchase criteria** and be able to deliver info when and how they want it.

7. Have enough **knowledgeable staff** available and able to answer attendee questions on the spot.

8. Use a **consultative sales approach**: ask situational and need based questions first, listen carefully to issues before providing information and solutions.

Industry Research on the Impact of Demonstrations & Presentations

*   The #1 way attendees want to engage with exhibits on the show floor is through product demonstrations/presentations.
    -   Source: CEIR

*   A well-planned presentation/demonstration can:
    –   Increase qualified leads by 2 to 4 times.
    –   Increase awareness by _____ to _____ times.
    –   Positively influence opinions and purchasing intentions.
        ➢   Source: Live Marketing Statistics

*   51% of tradeshow attendees say presentations/demonstrations increase their recall of exhibits visited.
    -   Source: Exhibit Surveys

Determining What to Feature and Present/Demonstrate

1. _____

2. Addresses a Top-of-Mind Industry Issue, Need or Problem

3. Bread and Butter Products

Demonstration/Presentation Strategies

- _____ your claims.

- Demonstrate your key _____.

- Recreate a scenario, experience or situation.

- Show before and after.

- Show old way versus new way.

- Present to multiple buying influences.

- Challenge attendees' knowledge and skill.

- Make them _____ to learn.

- Provide unique or comfortable places for the demo.

- Integrate presentation support technology.
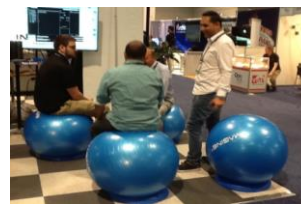
For Businesses Providing Services

1. Building service presentations requires more thought and creativity.

2. Identify problems you solve, _____ you create, savings, efficiencies and improvements you can deliver.

3. Focus your presentation on results - not methodology!

4. Strategies:

   ➢ Brief One to One or One to Many Presentations: 3 biggest problems with (process) and how to eliminate.

   ➢ Use a physical prop to hook and engage.

   ➢ White paper or Industry Intelligence report

   ➢ Case studies: Problem/Approach/Result

   ➢ Visual Client _____ in exhibit graphics

Types of In-Booth Presentations & Demonstrations

1. One-to-One Personalized

2. One-to-Many Structured: Live Presentation - Mini Theatre - Booth Tour

3. Interactive A/V: Tablets, Computers, Projection, Touchscreens, Motion Sensing Technology

4. Gamification: Quizzes – Searches

5. Recreating Environments

6. Takeaway Content: Case Studies, White Papers, Process Checklists, Compliance Guides

Time Considerations

- Length:
  - ➢ Short enough to hold interest.
  - ➢ Long enough to inform.
  - ➢ 20 minute cycles:
    - Demonstration: 5 to 8 minutes
    - Qualifying participants: 2 minutes
    - Resetting & _____: 10-13 minutes
- Timing:
  - ➢ Hold at consistent intervals throughout the day.
  - ➢ Increase frequency during unopposed exhibiting hours.

4 Questions to Aid in Designing Effective Demonstrations & Presentations

1. Who is your target audience? What are their titles? What are their top-of-mind concerns?

2. How do your products/services address their concerns?

3. What is the one key idea you want the audience to walk away with?

4. What actions do you want viewers to take during and after?

# 7 Steps to Building Effective In-Booth Presentations & Demonstrations

1. Set clear _____ .
   - What do you want your demonstration to accomplish?
   - What do you want your audience to think, feel, do during and after, and remember as a result of the demonstration?

2. Focus on your audience.
   - Don't think in terms of what *you* want to say: the audience won't care.
   - Think in terms of what challenges the audience faces and how you help address them.

3. Tell a story.
   - A story has a hero, a villain, conflict and triumph.
   - Remember**, the hero of the story is your target audience**!

4. Get the audience to physically and _____ interact.
   - "I hear and I think, I see and I remember, I do and I know." *Confucius*

5. Have a _____ Presenter.
   - It's important that the person telling your story is a good story teller.
   - S/he should also maintain consistent energy all day, every day, for the run of the tradeshow.

6. Capture their information.
   - This is your opportunity to engage with a lot of potential customers. Make sure you capture their qualifying information!

7. Have a clear and strong call to _____ .
   - What do you want qualified attendees to do after the demonstration?
   - Have next actions planned and make your demo pay off!
   - Proactively engage with attendees to drive the next action!

What three actions will you take from this session?

1._____

2._____

3._____

NAFA Exhibitor Toolkit

**VISIT & SHARE
WITH YOUR TEAM!**
https://www.nafainstitute.org
/exhibitors-sponsors/toolkit/
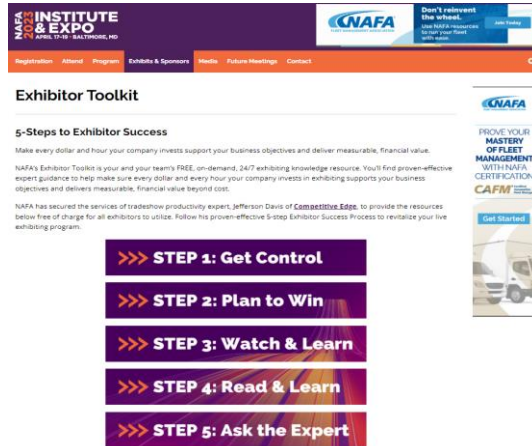
About Your Expert Presenter

**Jefferson Davis, President, Competitive Edge
The Tradeshow Productivity Expert** ᵗᵐ

Jefferson is President of Competitive Edge, a highly-specialized consulting and training firm on a mission to *inspire*, *lead* and *direct* businesses on how to more effectively use exhibiting to visibly support core business objectives and generate measurable financial value, far beyond cost.

His mission is achieved by challenging companies to re-evaluate limiting perspectives about exhibiting and getting them focused on precision execution of five critical exhibiting success factors.

His Tradeshow Turnaround philosophy and practices are the exposition industry's definitive guide to quickly turning tradeshows from "expensive appearances" to "productive, profitable investments."

**Jefferson is available to personally help companies implement the
Tradeshow Turnaround philosophy and practices.
Call 800-700-6174 in the US or 704-814-7355 and visit www.tradeshowturnaround.com**