



*Present*

# How to Create & Promote In Booth Learning Experiences *...To Attract More Attendees*

## **Participant Learning Objectives:**

*By the end of this webinar,  
we will...*

1. Discuss why in-booth learning experiences are very important at PennWell events.
2. Overview various types of in-booth learning experiences.
3. Walk through 10 steps to develop your in-booth learning experience.
4. Learn 5 keys to promoting your in-booth learning experience.
5. See case stories of how others have delivered in-booth experiences.

## **In-Booth Learning Experiences are Important**

- ✓ #1 reason attendees go to conferences and expositions
  - \_\_\_\_\_
- ✓ #1 way they prefer to engage with exhibits
  - interactive presentations/demonstrations
- ✓ Drive \_\_\_\_\_ booth traffic
- ✓ \_\_\_\_\_ your company and products
- ✓ Create buzz, word of mouth, build share of mind, preference and recall
- ✓ Increase attendee T.O.P. (time of possession)
- ✓ Deliver more value for your company \_\_\_\_\_ attendees

## **Types of In-Booth Learning Experiences**

- One-to-one personalized demonstrations
- One-to-many demos/educational sessions
- Hands-on product stations & kiosks
- Interactive A/V: tablets, touchscreens, video walls, projection mapping, etc.
- Gamification - Quizzes
- Virtual Reality
- Peer-to-Peer Discussion/Collaboration areas



## **Factors That Make an Effective In-Booth Learning Experience**

1. \_\_\_\_\_, Timeliness & Importance of Content
2. Brevity: \_\_\_\_\_ minutes – 20 mins total event
3. Experiential: Presented in a Stimulating, Immersive Manner
  - Multi-Sensory Engagement
4. Comfortable, Well-Equipped Environment
5. Practical Knowledge Transfer & Takeaways

## 10 Steps to Develop Your In-Booth Learning Experience

### 1. Determine what solution(s) you want to educate attendees about

- Multiple solutions? \_\_\_\_\_ – Hot/Trending/Top of Mind-Pillar
- Too big? A/V - Simulations
- Too complicated? Simplify
- Service vs Product? Focus on pain points/methodology/outcomes

### 2. Define the ideal attendee/participant

- Type of Company of operation
- Job function/title
- Training/education
- Experience level
- Current process/procedure/supplier

### 3. Be familiar with and comply with all show regulations.

PennWell key regulations:

- ✓ Must be in booth, not encroach on aisle or neighbor
- ✓ All light and sound must be contained within, and directed into, the footprint of the contracted exhibit space
- ✓ "Live" demonstrations and costumed characters for the purpose of promoting exhibitor's products will be permitted only within the confines of exhibitor's booth

### 4. Define learning content and takeaways

- How do they \_\_\_\_\_ the product/service?
- What are the critical success factors?
- What makes the product/service or procedure unique or different?
- What is most challenging aspect?
- How can you get them to \_\_\_\_\_ interact with the product/service?
- How can you simulate or recreate the environment?
- What are the top three things you want them to know?
- **What is one main thing you want them to know, remember and DO as a result of the experience?**

## **10 Steps to Develop Your In-Booth Learning Experience**

5. Determine what presentation media, tools and support are required
6. Define number of participants, space requirements and physical environment
7. Script, flow chart, or storyboard the complete experience
8. Decide who will facilitate and manage the presentation; internal staff/external people?
9. \_\_\_\_\_ and TIME the experience
10. Define how you're going to capture participant feedback & contact information and what the next action(s) are.

### **Notes from Examples:**

## **Keys to Promoting Your In-Booth Learning Experience**

### ➤ You \_\_\_\_\_ **Promote the Experience!**

1. Before \_\_\_\_\_ At the Meeting – maybe after?

2. Deliver a **Compelling Value Proposition**

- \_\_\_\_\_ **based:** Curious about? Want to Learn More about? Interested in?
- **Problem based:** Struggling with? Frustrated with? Tired of? Ready to Solve?
- Give us 7 minutes at DistribuTECH/EMS Today/FDIC/Power-Gen
- You will SEE – DO – LEARN – GET
- Call to Action

3. Through Multiple Marketing Channels

- Trade Publications: PR, editorial, ads
- Websites; yours, others
- Bloggers – Key Opinion Leaders – discuss topic
- Distributors, Dealers & Reps
- Social Media
- Direct Mail
- Email – house lists
- Signage: in-booth – around city and venue
- Show Attendee Mail list
- Flyer in Show Bag

4. Cross promote with related \_\_\_\_\_

- Upstream
- Downstream

## **Keys to Promoting Your In-Booth Learning Experience**

5. Offer rewards for participating
  - Unique
  - Useful
  - Support key messaging

### **Notes from Example:**

### **Summary**

1. Attendees go to tradeshow to Learn, not to be Sold.
2. If you want a booth full of interested, qualified attendees, you **MUST** integrate a learning experience.
3. There are many significant benefits from doing so.
4. Make sure your in booth learning experience is in alignment with the five success factors.
5. Follow the 10 step process presented to develop your experience.
6. Be sure to promote your experience through as many channels as possible.

**What were the three most important ideas you learned in this webinar?**

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_

**Commitment to Exhibitor Value, Knowledge, Success & Satisfaction**

- \* Online Exhibitor Success and ROI Center:
  - **24/7/365 online exhibiting knowledge portal on your event's Exhibitor web page**
  - FREE for you and your entire staff
  - Live and re-playable exhibiting webcasts
  - Successful exhibiting articles
  - Ask the Tradeshow Expert email Q&A

## About the Expert Presenter

### Jefferson Davis, President, Competitive Edge The Tradeshow Turnaround Artist™



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 by getting them focused on precision execution of five critical exhibiting success factors.

Jefferson is a results-focused, process-based, passionate visionary and creator of game changing exposition industry programs including: the acclaimed Tradeshow Turnaround Program, E3 Exhibiting Effectiveness Evaluation program, Exhibitor Success & ROI Center program.

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

Over the course of 30 years of on the floor exhibiting experience, he's identified a clear set of empowering results-focused perspectives, and backed them up with specific, process-based strategic practices, his training and consulting services have helped clients generate over \$750,000,000 in combined results.

**No other tradeshow consulting or training firm can speak to results like this.**

Jefferson's client list read like a "who's, who" list in the exposition industry. Since 1991, he's been selected as the tradeshow expert of choice by over 270 Association and for-profit show organizers. He's a faculty member of EXHIBITOR Show. He's delivered over 500 live seminars and workshops, over 700 webinars reaching over 250,000 exhibitors, and his E3 team has evaluated over 18,500 exhibits in action.

Jefferson's corporate clients span almost every industry and have included industry leaders like Alcoa, AMX, Aramco Services Company, Assurant Property Services, BOC Gases, Brivo Systems, Corporate Express, Covidien, Doosan Portable Power, Egemin Automation, Enshu USA, Essilor, Heidelberg, Honeywell, Huber Technologies, Jungheinrich Lift Trucks/MCFA, McLanahan, McQuay International, Merial, Merz Aesthetics, Nestle-Purina, Ocean Mist Farms, Panasonic, Parker-Hannifin, PCCA, Reichert Ophthalmic, Scholle, SteelKing, Tennant Company, Tesco, Trelleborg Life Sciences and Wheel Systems, US Surgical, and many, many more.

**Jefferson is available on a very limited basis to personally help companies implement the Tradeshow Turnaround philosophy and practices. Call 800-700-6174 in the US or 704-814-7355**