

DURING THE EXPO, SELFLESS – LOVE THE SHOW #25 OF 36

EXHIBITOR TRAINING VIDEO



'Love the show'. What do we mean by that? Quite simply, this is about making the event enjoyable for yourself and your team. Exhibiting is work; it has a commercial objective, but making it enjoyable is a great way of maintaining your energy and working at your best.

'Having fun at expos not only makes it enjoyable; it plays a vital role in creating a positive, vibrant environment. It also helps create a great mindset for exhibitors.'

KNOW WHAT'S AVAILABLE

Expos present a wide range of opportunities to meet other businesses and, as an exhibitor, not only will you be engaging with visitors at your stand, you'll also want to spend time visiting different parts of the event so you can maximise your return on investment. So learn everything that is available at the show: the seminars and networking events, and the different zones that will be made available. Importantly, you can also research who else is exhibiting.

need to
know

ENERGY MATTERS

You want to enjoy the day and love everything about the show. Your positivity and energy will have a direct impact on your return on investment; visitors will engage more readily with a welcoming and happy exhibitor, one who is positive, energetic and enthusiastic. Your state of mind and how you feel will be reflected in your body language and communication.

Remember: 80% of stand success is down to staff, so train them, look after them and keep them motivated throughout.



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LEARNING AND NETWORKING

Having more staff at the stand presents opportunities for your team members to participate in seminars and learn from the experts. Continuous skills development is important, and attending these sessions can be a great way of achieving that. Networking sessions can also be lively and fun - another great way to connect with new businesses.

Visiting other exhibitors will be covered in our next tutorial - entitled Exhibitor Networking. This is something every exhibitor needs to spend some time doing.

Finally, talk to other businesses when you're on your refreshment break; learn more about them and their organisation. You never know how these casual conversations can lead to new business.



SUMMARY

If you stay on your stand all day and do nothing else, you'll quickly tire and that tiredness will show. So make time for some variety. Spend time planning how you and your colleagues can benefit from all the features of the event. You want to enjoy exhibiting but take advantage of everything else that's available. A positive and engaging mindset will be evident to everyone you connect with at the show. So have fun and leave a positive, lasting impression about you and your organisation.

NEXT: EXHIBITOR NETWORKING

Next, we will look at the sixth letter of SELFLESS: E - Exhibitor Networking - and why relationships with other exhibitors genuinely present valuable mutual business opportunities.

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