

TEN TOP TIPS TO CREATE EXCELLENCE AT EXHIBITIONS

Exhibitions are an ideal opportunity to meet potential clients; therefore making the right impression is vital to a successful event.

In addition to the thousands invested in attending the exhibition, a little more investment in having properly trained people manning the stand can reap exceptional rewards.

The Aziz Corporation offers ten top tips to ensure excellence at exhibitions:

1. Plan for the event. This is vital, it is necessary to think and plan how important the event is to the business and what specific issues and special products or services are going to be used at the event.
2. It should be ensured that all staff are prepared and have the right attitude for the day, staff should be energised and avoid the typical 'stand figure'.
3. Prepare the stand itself; a stand, which is spectacular, with the effective use of props, will make a better impact upon potential clients.
4. Create the right business image; this can be done through dress and body language. The ability to present yourself appropriately is invaluable.
5. Welcome visitors to your stand by confidently opening conversation with them, this gives you the opportunity to find out if they are genuinely interested.
6. Communicate effectively to stand visitors, understanding the visitor profile and identifying and sending key messages is vital.
7. Match the benefits of the products/services being offered to suit the needs of the visitors at the exhibition. This will encourage more visits to your stand.
8. Obtain the correct information from potential clients whilst they are at your stand. This is necessary for post event follow up.
9. Respond to any interest quickly and effectively, it is highly important to follow up after the event to gain new clients.
10. Evaluate your stand and its promotion. Evaluation will enable you to see how successful your stand has been and highlight areas to improve for future events.

It is possible to create real leads and real business through client handling techniques such as these.