



MAXIMIZING YOUR EVENT

PRE, EVENT AND POST SHOW MARKETING

YOUR 3 TAKEAWAYS



- **Your show planning starts with the end in mind! *Either you're there to sell or to start the sales process***
- **Put your best foot forward! *Think about your brand!***
- **Consider the event a marketing campaign!**

STARTING WITH THE END



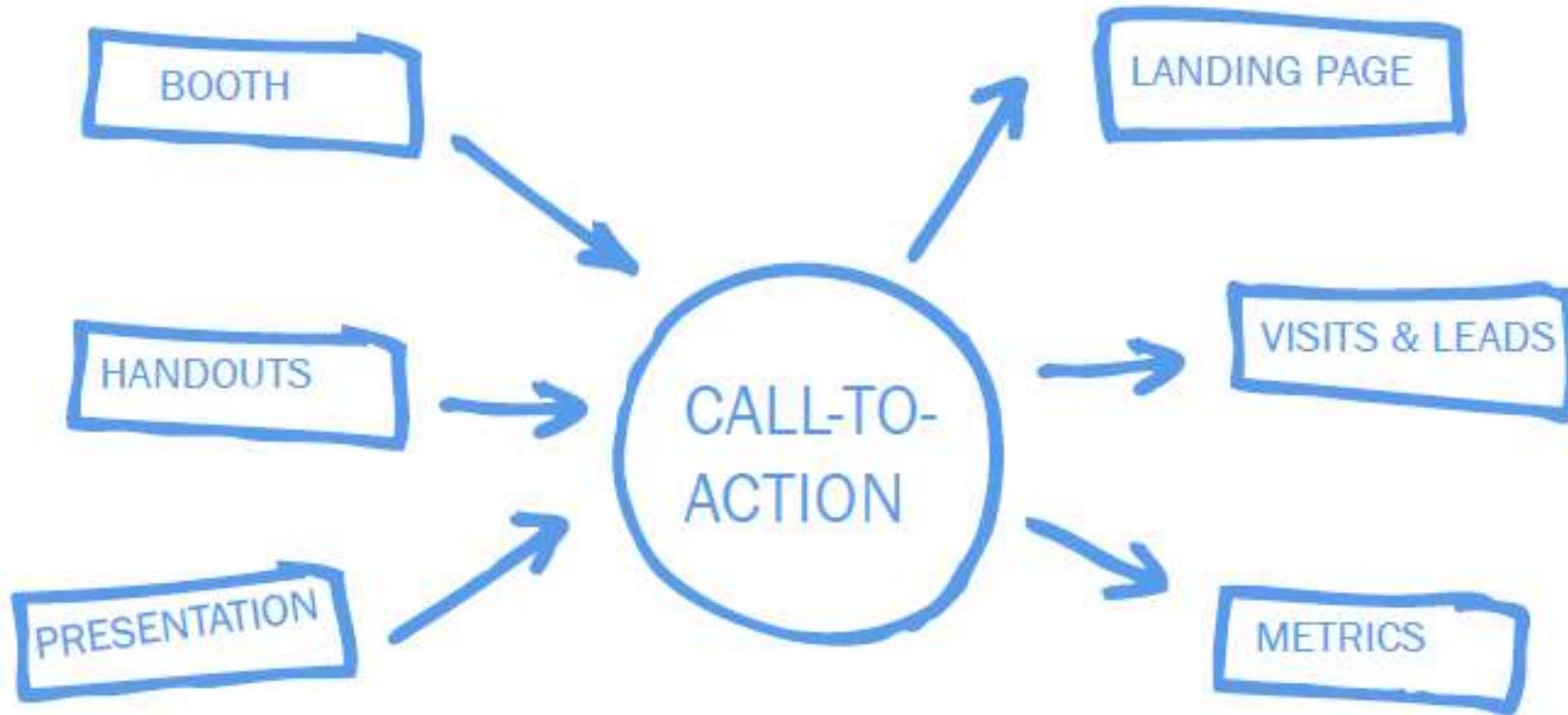
- **Take time to decide your goals!**
 - Lead generation, sales, branding, competition, etc.
- **Budget based on those goals.**
- **Capture and debrief.**
 - *Invest in a CRM system.*



PUT YOUR BEST FOOT FORWARD



IT'S A MARKETING CAMPAIGN



PRE-SHOW MARKETING



DRIVE PEOPLE TO YOUR BOOTH

Email blasts – Can you get the registrations?

Press release

Social media announcements

Network with event organizers

Calling your list

Direct mail

Advertise in event brochure

AT-SHOW MARKETING



CREATE AN GREAT EXPERIENCE

Giveaways – Think share of mind, desk, house and fun!

Consider it your store for the day!

Have fun!

Capture customer's info!

Special events

Contests/games

Interviews with the press

POST SHOW MARKETING

FOLLOW UP MAKES YOU MEMORABLE



SOCIAL MEDIA AND YOUR EVENT



Create your own hashtag for the event.

Find a hashtag that will work to promote your message.

Use the Twitter account to announce your participation, presence, and RT new followers.

Take pictures and post immediately and on your page later. Tag and share via Instagram

Give your fans something special if they come to your booth.

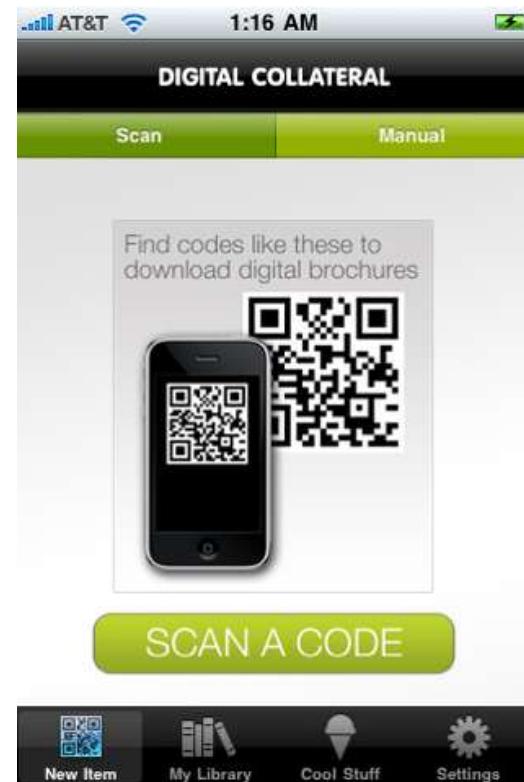
Send links to your social media in your blasts.

Tumblr and Pinterest is cool to showcase products!

Follow the speaker at events! @msmaishabhoye

MOBILE APPS

- <http://www.tradeshowinsight.com/2010/01/5-iphone-apps-for-your-next-tradeshow/>
- **Business Card Readers**
- Bump
- **Ustream Live Broadcaster**
- **Digital Collateral** (*My partner can help with QR codes*)



YOUR 3 TAKEAWAYS AND MORE...



- **Start with your goal.**
- **Put your best foot forward! *Think about your brand!***
- **Your show planning starts with the end in mind! *Either you're there to sell or to start the sales process.***
- **Consider the event a marketing campaign!**
- **Make it a process.**
- **Capture customer info. *Starts the sales process!***
- **Have fun! Its your store for the day!**

CONTACT ME



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My call
to
actions!