



Tune up Your Events Engine for Better Marketing Mileage

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Remember my tips for you:

- More horsepower doesn't always produce the best return on fuel investment
- Regular tune-ups are essential for the long haul
- Don't let the driver forget about the passengers
- A lemon is a lemon is a lemon
- A new model comes out every year, but classics are timeless
- Bring in a professional before the engine seizes up!!

Some manuals for your trade-show vehicle:

<http://www.skyline.com/Trade-Show-Tips/>

From this site – Article by Mike Thimmesch of Skyline Exhibits (Daphne's editorial comment: sound familiar?)

Inertia determined much of your company's show schedule. In the many years before you were handed the reins to your company's trade show marketing, your company cobbled together quite a list of shows. But are they all still worth it? Were some trade shows chosen because your target market was there, or because your competitors were? Has your client base evolved away from the demographics of some of the shows you exhibit at? Have some shows eroded their attendee base by not reinvesting in strong marketing and educational content? Are there new vertical markets that you have yet to find good shows to market to? It's up to you to break the inertia — and create some new momentum.

<http://www.tradeshowjoe.com/tips.html>

From this site: Following are 15 examples of things "you should NEVER do" while hosting a trade show exhibit... (Daphne's editorial comment: do you have a list like this you give to all your staff?)

- Sit, read, smoke, eat or drink in the booth.
- Ignore prospects by forming a cozy cluster and chatting with colleagues.
- Leave the booth unattended or leave without informing colleagues.
- Be late for booth duty.
- Close off conversation by crossing your arms.
- Stand with your back to the aisle.
- Lean on booth furniture.
- Drink alcohol or eat garlicky or spicy foods during the day.
- Use inappropriate language; complain about the show or about being at the show.
- Wear new shoes or high heels.
- Badmouth your competitors.
- Let the booth get cluttered, untidy, and unorganized.
- Be unprofessional.

http://www.sideroad.com/Trade_Shows/trade-show-ROI.html

(Daphne's editorial comment: The value is in the *follow-up* of the Lead...not the Lead itself!)