



Trade Show & Event Networking Tips

PLAN AHEAD TO MAXIMIZE ROI

PRE-EVENT HAVE A GAME PLAN

1. Create a list of the key organizations and people you want to meet at the event.
2. Develop a pre-determined list of questions to learn more about the organizations and people you would like to meet. Here are some examples:
 - Tell me about your organization?
 - How can I help you connect with others to grow your business?
 - May I have your business card or contact information?

** Effective networking is about connecting with others as much as it is about promoting your own products and services.*

AT THE EVENTS RELATIONSHIP BUILDING IS KEY

RECEPTION

1. If there's a Reception before, be sure to attend which usually provides for effective high-level networking.

TRADE SHOW OR EVENT

1. Effective selling is not telling. Ask potential customers about their needs.
2. Have a dynamic booth that displays company name, pictures and/or text that explains what your organization is about and engages the audience.
3. Make sure you have an attentive and engaging team in place working the booth and additional staff to walk the show and network with fellow sponsors.
4. Offer marketing materials that prospects can take with them along with your contact info.
5. Have a set goal in mind – e.g., 25 potential buyers and 10 warm leads.

EVENT FOLLOW UP STAY CONNECTED

1. Follow up on all prospects and leads in a timely manner to maximize your investment.
2. Have a reporting system in place that allows you to track your success.

