

Generating Results from Trade Shows

August 2020

■ Agenda

1. Overview
2. Before the Trade Show
3. During the Trade Show
4. After the Trade Show
5. Resources

Context:

Large corporations and small businesses may have different objectives at the same trade show



Overview:

Develop trade show objectives to help guide the preparation and execution of activities throughout the entire process

Objectives

1. You cannot measure business results without setting up clear objectives – understanding what you plan to achieve. Therefore, understanding why you are investing a trade show and what you want to achieve is the very first step.
2. Manage the process with the end goal in mind:
 - work on the planning and preparation before the show,
 - talk to target audience to get the business done, and
 - follow up strategically after.

1

Before

- Research
- Budget
- Plan

2

During

- Communicate
- Engage

3

After

- Follow up
- Review

Overview:

Objectives of a trade show vary at different stages of international market development



As a Visitor:



1. **Market research:** Market research on competition
2. **Market development:** Develop initial contact with potential partners
3. **Learning & networking** with industry insiders

As an Exhibitor:



1. **Marketing:** Build brand and product awareness within trade show target market
2. **Market development:** Develop initial contact with potential distributors and industry insiders
3. **Sales:** Sales and sales opportunities
4. **Market research:** Feedback from end customers and distributors

Before:

Research, trade show selection, budgeting, marketing, logistics and meeting set up

Objectives

1. Branding and Marketing
2. Sales and leads
3. Market research

1

Before

- Research
- Budget
- Plan

Action plan

In one-month:

- Shipping: display and promotional items
- Meeting scheduling
- Marketing
- Training: culture awareness

In three-months:

- Visa and air tickets
- Registration and booth design

In six-months:

- Set up objectives
- Short list of trade shows
- Gov. in-country support

A typical trade show...



During:

2

During

- Communicate
- Engage

Communicating

- Elevator pitch
- Pre-set meetings
- Panel discussion and other events at the show
- Random visitors

Engaging

- Exchange of information
- Understand needs
- Qualify leads with options:
 - Sign up for newsletter
- Document and track
- Evaluation (assess and formulate follow up plan)

Extend your stay

- Experience the city and market
- Stay for landed meetings with identified partners and prospects

Objectives

Elevator Pitch:

Properly crafted sales pitch about the company and product serves as a good start of a conversation



Template

- The Company
- The Product
 - The problem
 - The solution
- The Customer
 - Who will benefit and how?

Engage the audience:

- Show, do not tell
- Two-way conversation:
 - Ask their needs and problems
 - Get feedback
 - Close conversation with action plan agreed

Elevator Pitch – An expert’s advice:

Properly crafted sales pitch about the company and product serves as a good start of a conversation



Message Map: How To Pitch Anything In 15 Seconds | Forbes

https://www.youtube.com/watch?time_continue=1&v=phyU2BThK4Q

After:

3

After

- Follow Up
- Review

Follow up

- Record information
- Review and prioritize
- Formulate a follow up plan

Review

- What went well?
- What to improve?
- How is the return on investment in this trade show?

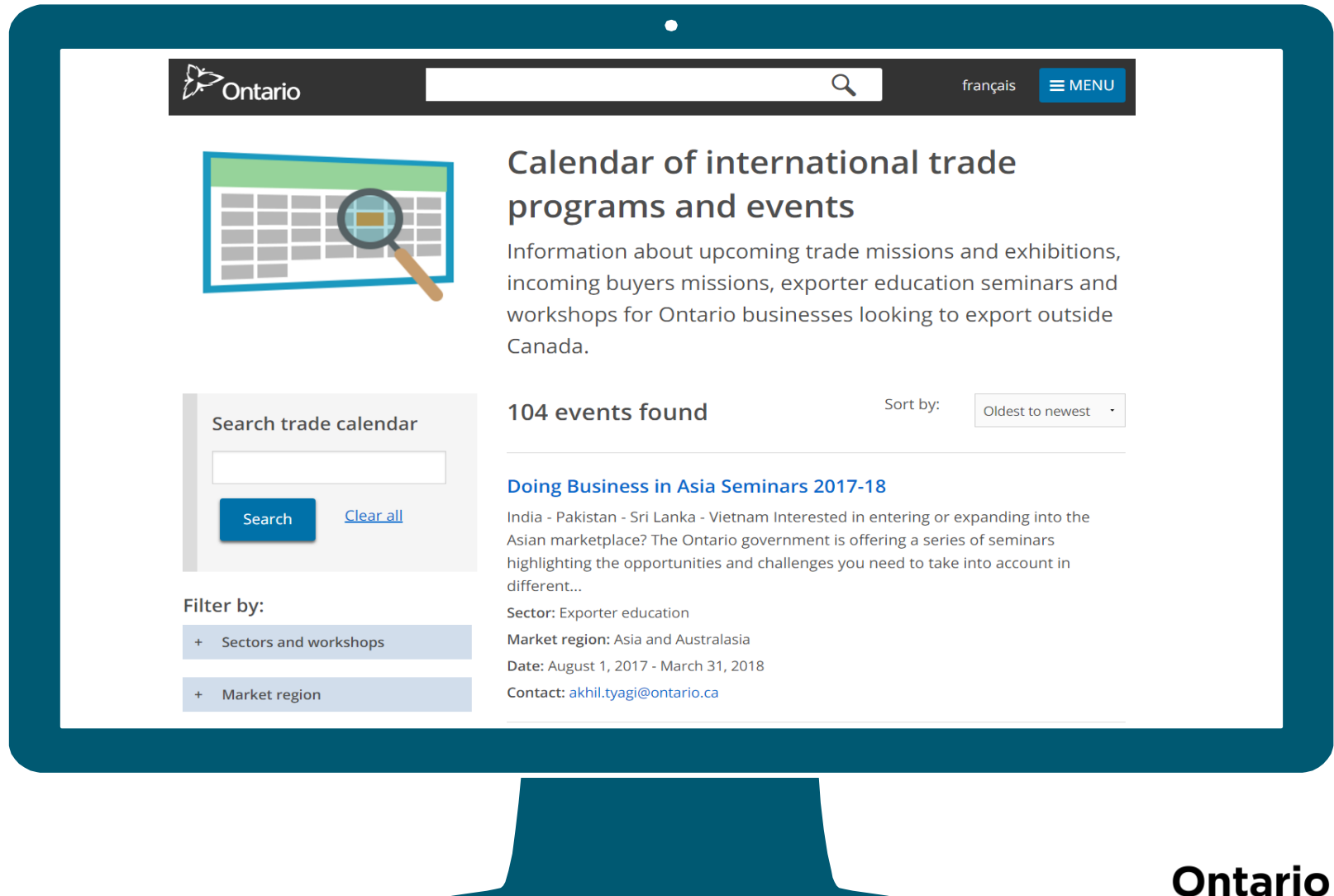
Follow up best practices

- Prompt response to trade show leads is critical
- Qualify leads by offering a range of options for further engagement
- Personalize your email based on notes

Objectives

Visit Ministry's Event Calendar Webpage:


<https://www.ontario.ca/tradecalendar> for upcoming trade show and event info



The screenshot shows the Ontario Ministry of Economic Development and Trade's Event Calendar webpage. The page features a dark blue header with the Ontario logo, a search bar, and a language selector set to "français". A "MENU" button is also visible. The main content area is titled "Calendar of international trade programs and events" and includes a brief description of the information provided. A search bar is located on the left side, and a "Filter by:" section allows users to narrow down results by "Sectors and workshops" and "Market region". The page displays "104 events found" and a "Sort by:" dropdown menu set to "Oldest to newest". A featured event, "Doing Business in Asia Seminars 2017-18", is highlighted with details on its sector, market region, date, and contact information.

Ontario

français MENU



Calendar of international trade programs and events

Information about upcoming trade missions and exhibitions, incoming buyers missions, exporter education seminars and workshops for Ontario businesses looking to export outside Canada.

Search trade calendar

Search [Clear all](#)

Filter by:

- + Sectors and workshops
- + Market region

104 events found

Sort by: Oldest to newest

Doing Business in Asia Seminars 2017-18


India - Pakistan - Sri Lanka - Vietnam Interested in entering or expanding into the Asian marketplace? The Ontario government is offering a series of seminars highlighting the opportunities and challenges you need to take into account in different...

Sector: Exporter education

Market region: Asia and Australasia

Date: August 1, 2017 - March 31, 2018

Contact: akhil.tyagi@ontario.ca

Ontario 

Key Takeaways

- Goal → Plan → Execute → Follow up
- Sharpen the elevator pitch
- Take advantage of Ontario Ministry's supports

One page summary

Objectives:

1.
2.

Before	During	After
<ul style="list-style-type: none"> • Research • Budget • Planning 	<ul style="list-style-type: none"> • Communicate • Engage 	<ul style="list-style-type: none"> • Follow up • Review
<p>To-do:</p> <ul style="list-style-type: none"> <input type="checkbox"/> Shortlist of international trade shows <input type="checkbox"/> Market research <input type="checkbox"/> Budgeting: <ul style="list-style-type: none"> ○ Total costs ○ External funding support <input type="checkbox"/> Preparation plan: <ul style="list-style-type: none"> ○ 6-month before ○ 3-month before ○ 1-month before 	<p>Elevator Pitch</p> <ul style="list-style-type: none"> <input type="checkbox"/> The Company <input type="checkbox"/> The product: <ul style="list-style-type: none"> ○ The problem ○ The solution <input type="checkbox"/> The customer: <ul style="list-style-type: none"> ○ Who will benefit and how? 	<p>Follow up:</p> <ul style="list-style-type: none"> <input type="checkbox"/> Record info and contacts <input type="checkbox"/> Review and prioritize <input type="checkbox"/> Follow up <ul style="list-style-type: none"> ○ Top prospects ○ Medium ○ Low

Thank you!