

Your communications partner in print

essentials to ensure event success

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Parkes Print & Design | 41 Hitchin Street | Biggleswade | Beds | SG18 8BE

T: 01767 603930 | **E:** sales@parkesprintgroup.com | **W:** www.parkesprintanddesign.com

Essentials to ensure event success

A well designed stand in the prime position at the leading event in your industry is a great asset, but isn't always sufficient to ensure you achieve the results you need.

There are some basic ingredients of your stand design as well as your pre and after show activities that are important to get right if you are to get the results you expect from your event.

They are all fairly straightforward, economical and simple to implement ...

Get the results you expect from your event

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Letting your customers and prospects know you are there

Enticing visitors to visit your stand can be a battle. Letting customers and prospects know you are exhibiting and giving them a reason to visit is essential to your events success.

Here are a some ideas to help you achieve this:

- ✦ For the months leading up to the show you could place a banner on your website
- ✦ Add a banner to all emails sent out leading up to the event
- ✦ Consider putting flashes in your trade press advertising
- ✦ You could try sending a series of show specific emails to customers and prospects offering free show registration, one off show offers, or the chance of joining you for a comfy seat and a warm beverage
- ✦ You could send them literature by post with a special offer that is only available by visiting the event and this is sometimes more successful when the offer is extended for a short while after the event.

These won't sell product on their own but they will help to get visitors to your stand which will give you the opportunity to open the dialogue to start a relationship. The idea is not just to let people know you will be there but to give them a reason to come to your stand and meet with you in person.

If you have given your customers and prospects a good enough reason to decide to visit your stand even before they walk through the doors of the event, then you have more than half of the battle won.

76% of event visitors arrive at an event with a fixed agenda.

83% of the most successful companies at a range of exhibitions were the ones that mailed their prospects and customers before the show (Source: CEIR).

The more you tell, the better you'll sell

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Clear and concise stand messaging

Most exhibitions are crowded and noisy places and can be visually confusing. Visitors are bombarded with similar (or in some cases) identical information from all sides.

In many respects your stand messaging has a great deal in common with your web site, email marketing, newsletters and direct marketing. If you don't catch people's attention and hold their interest within the first few seconds, they will move on.

We offer expert advice on how you can present your marketing information. Our experienced designers are available to offer advice and create unique designs for you and your products.

You have to give visitors something dramatic, unique and important. They have to get it with their first glance of your stand and it is unlikely to be just a large company logo.

To be certain that you get your messages across make it clear and concise ☎: 01767 603930



You have their attention, now to get them on to your stand

- ✓ Put ticks before these bullet points.
- ✓ Use short and simple keywords to attract attention
- ✓ Be brief and to the point. Short paragraphs are easy to read
ie our new widget increases your revenue by X% - ask us how, now!
- ✗ Avoid writing a long company history
- ✗ Forget pictures of the CEO

Don't be afraid to ask visitors to come

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Listen to your visitors

Up to this point, everything has been spot on and you have a stand full of eager prospects keen to know about what you can do for them.

Now is the time to start listening

The best sales staff are those that ask the right questions and listen well. If your sales staff don't listen, make assumptions or talk endlessly, you'll never find out what your prospects actually want.

Here's a prime example: Someone approached a salesman on a stand at an event and asked him two or three detailed questions about one of their products the buyer was interested in purchasing. The Salesman replied "I know you're a busy guy so I'll be brief" How did he know that if he didn't even ask, he just assumed it!

The buyer didn't want him to be brief - he wanted to know all about the product

The buyer bought elsewhere - from someone that listened!

The best sales staff ask the right questions and listen well

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Effective lead generation and follow up

Few companies employ efficient, formal and relevant lead gathering mechanisms on their stands.

If we accept that it is highly unlikely that you will open and close the same sale on your stand, then exhibiting is all about starting and nurturing valuable business relationships. In order for that to be the case the relationship started at the event *must* continue after the event.

After spending time with a prospect on your stand, not only do you need to know who they are, you need to know what their needs are and how you might be able to satisfy them. What they would like you to do next and when would they like you to do it.

Most importantly, just because someone doesn't buy from you immediately after an event doesn't mean they won't in the future.

Keep in touch and keep track

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At your Service

We understand that there is more to a successful event than just looking good. How you interact with your customers and prospects before and after an event can have as much impact on your event success as what you do during the opening hours.

You have requested and received this information because you expressed a desire to get more from your events by working more closely with us and building long lasting relationships together.

We hope the information has proved to be of value and would welcome the opportunity to share with you other ways to make your exhibiting more effective for you.

Make your exhibiting more effective for you

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On Reflection

We Care

"In all the rush with the exhibition last week, I forgot to get in touch to say a big thank you for turning round our brochure so quickly and doing such an excellent job. It was well received by everybody and gave a great impression of the company".

We Listen

"Thank you to you and your team for all your hard work on our brochure and for sticking with all my pedantic changes and meeting our challenging timescale. The brochure received a great reception at the show and has enabled us to reach a new audience".

We Understand

"After trying out a few different designers and printers in the last few months we have firmly made our minds up that Parkes Print & Design really is the company for us! We cannot get the service anywhere else! Your customer care is very good and most importantly, the quality of your design and print is very good too".

We Deliver

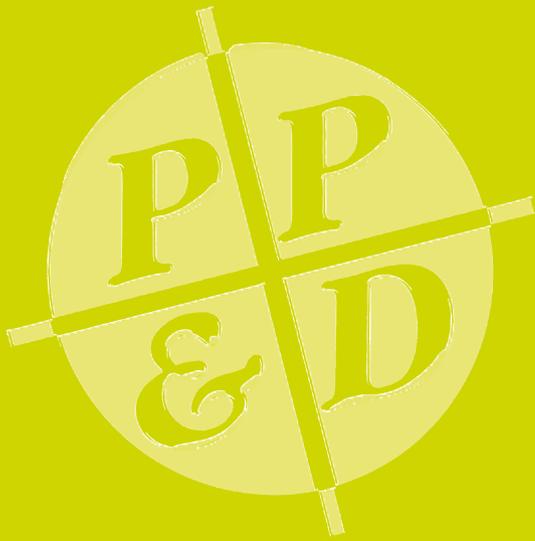
"Thank you very much for printing our mailers at such short notice. They look very good! We will certainly be back in touch for more printing".

"We received our exhibition stand, and we are absolutely delighted with it. Please pass on our thanks to all who were involved".

These are just five unsolicited testimonials received from satisfied customers. We are constantly receiving appreciation notes and we will be happy to supply names and references on request.

Looking after YOU and the environment

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We help you connect with your customers with effective communications in print

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