



9 STEPS TO STAND OUT AND BE REMEMBERED AT YOUR NEXT SHOW

9个步骤,你就是展会新秀!

Differentiate your exhibit from the competition, drive more traffic, and increase recall with these 9 steps!

只要9个步骤,你的展位就将脱颖而出,吸引更多流量
给客户留下难以忘怀的深刻印象!

To say competition for the time and attention of attendees is fierce is an understatement. Not only do you have to get noticed, but to succeed, your exhibit and staff must deliver a memorable interaction with your target audience. Remember, the average attendee only stops at 26-31 exhibits on average, and if you ask which they recall later, the number is considerably less. Use these proven methods to succeed at attracting an audience and increasing booth impact and recall at your next show.

展会中的竞争异常激烈。你不仅需要得到关注,还需要取得成功!因而你的展览和展位人员必须为在场的目标客户群带来印象深刻的积极互动。记住,每个与会者平均只会在26-31个展位驻足,能够在会后记起的更是少之又少。记住以下的经验之道,在这场客户争夺战中大获全胜!

EXHIBIT PRESENTATION 展览方面

1. Demand Attention

吸引关注

- Creative and unique exhibit displays, props, properties (materials, shape, size, etc.)
创新而独特的展位设计
- Attract attention with high visibility activities and compelling information
以引人注目的活动和消息引起关注
- Apply eye-catching colors, AV, dramatic lights and motion
在展位区应用夺人眼球的颜色、AV和灯光变幻
- Showcase what's NEW, special offers, promotions and demos
陈列展示出你们的新产品、优惠力度以及促销样品

2. Communicate Quickly/ Effectively With the Audience

迅速高效地与客户沟通

- Establish who you are – use your logo and company branding
利用你的公司logo与品牌商标等告诉观众你是谁
- Tell them what you sell
告诉客户你的产品是什么
- Convey what you can do for them and why they should care
向观众传达他们为什么要选择你
- Tell them what they'll LEARN, GAIN, SAVE, AVOID by stopping
告诉大家他们在你的展位驻足能够有何收获
- Customize your message to your target attendees
随机应变,具体情况具体分析

3. Make Your Exhibit Easy to Enter

保证展览入口处通畅

- Remove obstacles blocking the entrance: tables, chairs, counter, displays, staff on the carpet line
移除所有展位入口的障碍物,包括挡住通道的工作人员
- Have enough space for attendees – don't put too much into your exhibit
为参会者留出足够的空间不要摆放太多东西
- Be a good host or hostess and invite attendees in
做一个合格的“主人”,主动引导顾客到展位参观
- Continue your conversation inside, not outside your exhibit
邀请顾客到你的展位区详谈,而不是站在公共区域

PRODUCT/SERVICE PRESENTATION 产品/服务方面

1. Activity Equals Attention, Interaction & Retention

现场活动=注意力、互动、深刻记忆

- Try to find a fun, unique and engaging way to recreate a field based or real world application
为你的产品/服务找到在现实世界中独一无二的应用情境
- Show them how to use your product/service
向大家展示如何使用你的产品/服务
- Get attendees to do something in the booth. Involve as many senses as possible
邀请顾客到你的展区做一些活动,尽可能调动顾客的所有感官以留下有力的记忆点
- Make the interaction educational and enjoyable
让你们的互动充满科普性与乐趣性

2. Pay Attention to Product/ Service Communications

注重产品/服务的交流

- Support key products/services with consistent visuals. Should be visible, bulleted, key points
通过一致的视觉设计强调主线产品,客观性要强,冲击力要足,简洁明了、突出重点
- Combine static and interactive AV
使用动静结合的AV
- Communicate product/service feature/benefits
灌输产品/服务的特点与优势
- Make it easy for attendees to learn: use signage, flat panel monitors with PowerPoint or video
保证你的讲解通俗易懂,可以使用一些标识,或者可以展示PPT和视频的平板电脑

3. Reinforce What They Learned About You!

强化客户对品牌的了解

- Have brochures on hand if they want it now. Use QR codes, USB drives, or electronic information kiosks
确保手边有宣传手册。学会使用二维码、USB驱动或者电子信息信号亭
- Document visitors, deliver on promises. Plan how you'll follow-up before the show starts
及时采集访客信息,兑现对顾客的承诺。在展会开始前确定顾客跟进方案
- Address attendees' needs promptly/accurately
及时准确地解决客户需求

BOTH STAFF 展位工作人员方面

1. Have Sufficient, Informed & Visible Staff on Hand 拥有充足的、熟练的 可调配的工作人员

- Rule of thumb: 1 staffer per 4-5m² of booth space. Too many block graphics and cause attendees to avoid
经验法则:每4-5m²安排一个工作人员。太多的工作人员会挡住展位与来宾
- Hold a pre-show meeting – train on interaction skills, products, offers, lead capture
进行会前培训——关于沟通技巧、产品、优惠权限以及如何抢占先机
- Consistent apparel, buttons, badges to identify staff to attendees
统一的服饰、纽扣、徽章等使得客户能够轻松区分工作人员

2. Body Language Can Project the Right Image/Message 肢体语言可以投射出 正确的图像/信息

- Encourage staff to smile and greet, use open body postures
鼓励员工去微笑,和顾客打招呼,使用积极的身体语言
- Stand in the exhibit, a couple feet off carpet line
站在自己的展位区,而不是站在过道里
- Be sure staff looks and acts like they want to be there and help
确保展位的员工表现得积极而乐于助人
- For larger exhibits, keep staff placed at all areas around your exhibit
当展位面积较大时,不要留有员工死角

3. Avoid Common and Costly Staff Behaviors 避免常见的却代价高昂的 员工失误

- Texting, cell phone calls, working on iPads or computers
发短信、打电话、玩iPad或电脑都是要严令禁止的
- Sitting, leaning, eating, drinking
不允许坐着、斜靠着、吃吃喝喝
- Body language: hands in pockets, on hips, folded arms, fig leaves
手插口袋、放在臀部,双臂在胸前交叉或者穿着暴露都是必须避免的
- Congregating, talking to other staffers
聚众聊天是大忌
- Don't pre-judge visitors by appearance
对于顾客更是不能以貌取人,随意评判