



Improving Exhibiting Effectiveness 提高参展效率

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21 question evaluation process to help you improve the effectiveness of your exhibiting program to increase results from your upcoming show.

21问评估测试可以帮助您提高您的参展效率，以期在之后的贸易会中有更多收获。

Practical tips and suggestions to make immediate improvement in your overall exhibit presentation, product/service demonstrations, and booth staff performance.

本篇也将介绍一些实用技巧和建议，以使得您的整体展览、展示产品/服务演示和展位员工表现得到迅速提升。

INTRODUCTION

介绍

The Improving Exhibiting Effectiveness evaluation process was not created from a design theory perspective, or from an exhibit house who wants to sell you an exhibit. It was created by a team of highly experienced show productivity experts and addresses three major areas that greatly influence the overall impact and success of your exhibit:

该评估测试不是从设计理论角度创建的，也不是展馆为出售展位而作。它由经验丰富的展览生产力专家团队创建。21问主要涉及三个主部分，这些部分极大地影响了展会的整体影响和成功：

1. Exhibit Presentation

展览展示

2. Product/Service Presentation/Demonstration

产品/服务介绍/演示

3. Exhibit Staff

展览人员

This e-book will share 21 evaluation questions and provide practical ideas you can immediately use to improve your exhibit results at your upcoming show.

这篇文章将与大家分享21个评估问题，并提供一些实用的想法以便于您为下一场即将到来的展会做好充足准备。

As you read this e-book, I encourage you to have photos or a rendering of your exhibit in hand. 1. Ask yourself, “How well is my exhibit executing the concept I am reading about?”

当您浏览这篇文章时，希望您能够同时对您的展会设计或渲染图。问问自己，“如果我的展览能够应用我现在读到的这些概念会产生怎样的效果呢？”

Remember, sometimes a few small changes can make a big overall difference in exhibiting performance and results.

请记住，有时一些小的变化可以在表现力与结果方面产生巨大的整体差异。

Area 1. Overall Exhibit Presentation

第一部分：全面展示

1. Does the overall exhibit grab attendee attention?

整体展览是否吸引了与会者的注意力？

Your exhibit is like a billboard on a freeway. The attendee is driving down the aisle at 100km per hour. The first thing your exhibit must do is attract their attention. Step outside and look at your exhibit. Put yourself in the shoes of your target audience. Observe how you are using exhibit architectural properties, materials, shapes, size and scale, color, lighting, graphic images, text and copy, motion, multi-media tools, and product displays. If you were the attendee, would this grab your attention?

您的展览就像高速公路上的广告牌。与会者以每小时100公里的速度沿着过道行驶，而此刻首要的就是要吸引他们的注意力。您可以站在通道，让自己置身于目标受众的角度去看您的展览。观察您的展位搭建特征，材料，形状，大小和比例，颜色，灯光，图形图像，文本和副本，动画，多媒体工具和产品展示。如果您是路过的与会者，这些会引起您的注意吗？

2. Is it quickly/easily discernible what the company does or offers?

参会者是否可以快速/轻松地辨别出公司的业务或提供的服务？

Interest in learning more about your company and viewing specific products is one of the primary reason attendees visit the exhibit hall. An attendee will not invest time trying to figure this out. Prominently showcase products of interest in the booth so they are visible from the most important angles approaching the exhibit and support your brand with a listing of your capabilities. Your capabilities can be communicated using multi-media including signage with images, PowerPoint, video or other visual means along with short graphic narratives.

对贵公司和某些产品的浓厚兴趣是与会者参观您的展厅的主要原因之一。与会者不会花时间自己去探索您的公司与产品。把主打产品放在展位的“无死角”位置以便于从各个角度捕获与会者的注意，同时列出您的业务范围来标榜您的公司品牌。您可以使用多媒体来展现公司的业务范围，包括图像标识，PowerPoint，视频或带有简洁图形的视觉设计。

3. Is it quickly/easily discernible who the company is?

该公司是快速/容易辨别的吗？

Once an exhibit captures attention and communicates what you offer, the visitor must determine who the company is. Stand outside your booth and notice from what angles and at what sight levels your company identity is visible. Make sure your company name and logo is well placed at various levels so attendees can see it from all perspectives of the hall including from a distance, approaching the booth, and at eye level - close to and in the exhibit.

当展览吸引到与会者的注意力并传达公司主体业务内容时，必须让与会者能够明确辨别这是哪一家公司。站在您的展位外面，观察您的公司标识在何种角度和视线水平最容易被注意到。确保公司名称和logo在各个高度都有露出，以便与会者可以从展厅的所有角度看到，无论是距离展位远近，还是在不同的水平线上。

4. Are there sufficient graphics/are they legible/well-placed?

展会中是否有足够的图形/它们是否清晰/位置适当？

With the billboard analogy in mind, your exhibit needs to communicate some form of message to capture attendee's attention and educate them about your capabilities. Effective placement and implementation of graphics (signs) is instrumental. Graphics need to include: product/service identification, application and/or category, and high level benefits. This can be executed using copy, design and images to communicate critical information. Position of the graphics is important - in an in-line space, you want to be sure copy is not blocked by high tables or chairs and is positioned above the sight line. In larger exhibits, it is important that some are located on the periphery to attract attention and help attendees determine if they are interested in learning more. The rule of thumb is that information on the outside of the booth is succinct and more detailed descriptions are used inside the booth.

根据之前广告牌的类比，展览必须通过各种信息传达吸引与会者的注意并且向他们展示公司的业务范围。对于标识的有效摆放和露出是大有裨益的。露出的图形需要包括：产品/服务标识及其应用和/或类别，同时要明确更高级别产品/服务的优点。复制、设计、图像都可以用来传达关键信息。图形的位置很重要，在展区展位的空间中，您一定不希望您的标识露出被高桌子或椅子阻挡，因而需要将它们摆放在视线上方的位置上。在大型展览中，需要注意的是在展会外围也做好公司logo以及标识的露出，以吸引与会者的注意力，并帮助他们确定是否有兴趣了解更多关于您的信息。但是展台外面的信息必须非常简洁，而展位内部则要使用更详细的说明。

5. Do the graphics communicate clear and concise messages?

图形是否传达了清晰简洁的信息？

Attendees move quickly through the exhibit hall and past individual exhibits. They experience sensory overload easily and won't take much time to read a lot of copy. They scan a booth very quickly and need both images and text that communicate clear, concise and specific messages. Provide consistency within your messaging throughout the exhibit so that at a glance people can understand what you offer and how this relates to their business to encourage them to stop and learn more.

参会者迅速地穿过展厅，路过各个展位。他们很容易觉得眼花缭乱，然后失去一一欣赏的耐心。他们浏览展位时非常快速，因而需要您的展位中的图像可以传达清晰、简洁而又具体的信息。很重要的一点是您需要在整场展会中保持信息的一致性、连贯性，以便人们可以结合自身的需求了解您所提供的业务，以鼓励他们停下来了解公司的更多内容。

6. Do the messages inform, educate, and give attendees a reason to stop?

你的信息是否有充足理由让与会者停下脚步？

An effective exhibit tells a quick visual story. Use short headlines and a short product descriptive to communicate the what. Use bulleted application, feature/benefit messages to inform and educate about the product. Also, remember, since one of the primary reason attendee's visit the exhibit hall is to see what's new, you will attract more attendees by showcasing new products and services and placing NEW messaging in highly visible areas around the booth.

有效的展览好比一个快速的视觉故事。您需要使用简短的标题和简洁的产品描述来传达信息。把产品应用、功能/优势等讯息传达给你的目标客户。此外请记住，与会者参观展厅的主要原因之一是想“尝尝鲜”，因而在展台周围可见的合适区域放置新产品、新服务、新讯息才能吸引更多的参观者。

7. Is the exhibit easy to enter?

展区容易进入吗？

You want attendees to cross the carpet line and enter your space. Avoid obstacles that block or limit the entrance to your exhibit. Obstacles to entering include exhibit properties, tables, information counters and/or display cases, exhibit staff. Sometimes positioning a table or display case a few centimeters off the carpet line can make a difference whether or not attendees decide to enter.

您一定希望与会者能够穿过地毯线并直接进入您的展区。千万避免在展览入口处放置障碍物，挡住进出口，包括展览物品、桌子、前台和/或陈列柜、展览人员。有时将桌子或陈列柜放在离地毯线几厘米的位置都会直接决定参加者是否决定进入您的展区。

8. Is the exhibit easy to navigate?

展区是否易于导航？

In a small, in-line booth, navigation is usually not much of an issue. But in a medium or larger peninsula or island booth, especially with multiple products, navigation must be given careful thought. Consider where products are placed and the navigational flow of moving from one product/service area to the next. Consider using a zone approach where there are natural “meet and greet” stations near the perimeter of the booth or a few high visibility, interactive product/service demos to help attract visitors. In turn you can use the center of the booth or a circular or semi-circular layout for placement of more involved and detailed display.

在一个小型的线形展区中，导航通常不是什么大问题。但是在中型或更大的半岛型或岛屿型展区，尤其是涉及到多种产品的展出时，就必须仔细考虑导航。您需要考虑产品的放置位置以及从一个产品/服务区域移动到下一个产品/服务区域的路线图。在展位周边，您可以考虑使用一些自然的问候语标识，或一些显著的、互动性质的产品/服务演示，来帮助吸引访客。另外，您可以使用展位中心的圆形或半圆形布局来做一些更详尽更细致的展示。

9. Can visitors quickly discern what is being displayed and where?

访客可以快速分辨出展览的内容和位置吗？

Use larger, visible identification and directional signage to help attendees quickly and easily find what they are looking for. When product kiosks are used, it helps to clearly label what is being presented in the kiosk a little above eye level. Think about the placement of the display/information areas next to each other and how those areas support each other to tell a story or establish a relationship between the products. You might find an attendee focused on one product area but did not see a related product that they might not know you provide.

使用更大、更明显的识别和方向标牌，以帮助与会者快速、轻松地找到他们正在寻找的东西。产品展示台有助于在略高于视线的角度上清楚地强调产品。想一想如何摆放这些展示区域以及这些区域如何相互呼应以表达产品故事或者建立产品之间的相互联系。如若不然，您可能会发现一位与会者驻足于一个产品展示区前，但完全找不到其他您也会提供的相关产品。

10. Is there enough open space for attendees?

是否有足够的开放空间供与会者使用？

You must have sufficient area in the booth so it is easy for attendees to enter and navigate around the booth and interact with your staffers. We see too many exhibitors trying to cram too much into both small 10x10 and 10x20 booths and island exhibits. An overcrowded booth that is hard to enter, with little or no open space, is unappealing to attendees. It detracts from the overall visitor experience and reduces the number of people who enter and the time they spend in your exhibit.

您的展位内必须有足够的空间，以便与会者轻松进入展区，在展区内游览并与您的工作人员互动。我们看到太多的参展商试图将自己的小型展位塞满顾客。但是过于拥挤、没有开放空间、难以进入的展位对与会者来说会失去吸引力。如此会破坏访客体验，使得进入展位的访客变少，停留驻足的时间也相应减短。

11. Is the corporate identity effectively integrated in the exhibit design?

企业形象是否有效地融入了展览设计中?

Make sure your corporate colors and images are effectively weaved into exhibit architecture, signage, kiosks, furnishings, and even down to the color of the carpet. Display your corporate identity at tiered viewing levels so it can be seen from a distance, as you approach the booth, and at eye level throughout the exhibit. Corporate colors provide continuity throughout the space as well as make the space feel larger. Unifying your exhibit using consistent corporate colors repetitively throughout the space will also help you achieve enhanced brand awareness and improve visitor recall of your brand.

确保您的企业代表色和图像有效地融入到展览的建筑, 标牌, 展示台, 装饰, 甚至地毯的颜色中。在不同的视觉角度和层次都展示您的企业标识, 让参观者可以从展馆各个位置都能看到。统一的企业配色可以提供整个空间的连续性, 并使空间从视觉上显得更大。除此之外, 这也将帮助您提高品牌的知名度, 强化访客记忆。

How to Improve the Attention Grabbing Impact of Your Exhibit 如何提高展会吸睛力?

Exhibits are like a billboard on a busy freeway. Attendees are flying down the aisle at 110km per hour. There's a lot of visual clutter competing for their attention. Your exhibit must QUICKLY grab visual attention and force them to look at it. Here are 10 ways to improve the attention grabbing impact of your exhibit:

您的展览就像高速公路上的广告牌。与会者以每小时110公里的速度沿着过道行驶。有很多的视觉干扰试图争夺他们的注意力。

因而您的展览必须快速吸引视觉注意力并使得他们目不转睛。以下是提高展览吸睛力的10种方法:

- 1. Color:** Use large swatches of vivid and unique colors in imagery, exhibit graphics and properties, and carpet. Don't be shy!
颜色: 在展会形象、图像、物品和地面使用大量生动独特的颜色。别害羞!
- 2. Lighting:** People are attracted to lights. Possible areas of focus are the point of sale, product counter, back lit photo images.
灯光: 人们会被灯光所吸引。(使用灯光) 普遍的焦点区域是销售点, 产品台, 背光图像。
- 3. Imagery:** A relevant picture is worth 1,000 words. Six or seven little pictures or one big eye-catching image that best embodies the message. For in-line exhibits, grab attention with a single focus. Photos of people with your product will grab attendees' attention.
图像: 一张好图抵得上千字。六、七张小图片或一张最能体现产品信息的大型图片。对于线形展位, 试着用一个焦点去引起关注。此外, 一张用户使用您的产品的照片能够很大程度上吸引与会者的注意力。
- 4. Technology:** Video walls and interactive touch screens captivate visual interest.
技术: 视频墙和交互式触摸屏能够从视觉上吸引人们的兴趣。
- 5. Motion:** A great way to draw the eye. Consider things that move, flash, and blink.
动作: 运用动态的物体是吸引眼球的好方法。考虑移动、闪光和闪烁的物体。
- 6. Sound:** Is there a sound that ties with your product or exhibit theme? People are naturally curious about sounds. Be careful not to make the sound so loud it makes communicating with visitors difficult.
声音: 是否有与您的产品或展览主题相关的声音? 人们对声音天生就很好奇。但是注意不要使声音太大使得与访客的沟通反而变得困难。
- 7. Smell:** A great way to draw attention as passersby look for the source of the smell!
气味: 当路人寻找气味来源时, 是一个吸引注意力的好方法!
- 8. Size:** Bigger is better. Is there an element of your product/service that can be enlarged and serve as the focal point of your exhibit?
尺寸: 越大越好。您的产品/服务中是否有可以放大并作为展览焦点的元素?
- 9. Shapes:** Unique shapes stand out from all the boxes. Consider adding unique shapes and materials to the exhibit structure that are eye catching, such as arches or angles.
形状: 独特的形状总能够脱颖而出。您可以考虑在展览结构中添加独特的形状和材料, 比如拱形或奇特的角度。
- 10. Materials:** Fabric, steel, and other materials can make an exhibit stand out.
材料: 织物, 钢材和其他材料可以使一场展览与众不同。

Quickly and Visually Answer the Three Questions in the Mind of the Attendee 快速、直观地回答参会者心中的三个问题

As an attendee navigates the visually cluttered exhibit hall, they are trying to determine where to focus their attention. Answer these three specific questions quickly and visually and you dramatically increase the odds attendees see and process your exhibit.

当与会者在令人眼花缭乱的展厅中游览时, 他们会尝试集中注意力观察某一个展区。快速、直观地回答这三个具体问题, 将大大增加与会者造访您的展位的几率。

What do you do?

你是做什么的?

Make sure it is crystal clear what your company does. If you're in a 3x3 booth, it takes the attendee one and a half steps to walk by your booth. Make it blatantly obvious what you do so attendees can tell in 3-5 seconds or less.

确保您的展位可以非常清晰地传达公司的业务。如果您的展位规格大约为3mx3m, 参加者需要四五步才会路过您的展区。因而您需要清楚传达您的公司业务, 这样与会者才能在3-5秒或更短的时间内分辨出来您是不是他正在寻找的供应商。

Why should I care? Your exhibit messaging should visually:

我为什么要关注?您的展览信息应该能够:

- Communicate something NEW, BETTER, FASTER, CHEAPER, SAFER, GREENER, MORE EFFICIENT, MORE EFFECTIVE.

传达一些新鲜、更好、更快、更便宜、更安全、更绿色、更高效、更有效的信息。

- Emphasize what they will LEARN, GAIN, SAVE, AVOID by stopping and entering.

强调他们驻足停留将会学习、获取、节省, 又避免掉什么。

- Dangle problems and situations they are likely to be grappling with.

展示出他们可能正在努力解决的问题和情况。

- Use large visual images. Exhibit graphics should deliver a short and compelling headline, followed up with a few bullet point messages.

使用大型视觉图像。展览图形应该展示简短而引人注目的标题, 然后伴随着一些信息点。

Who are you?

你是谁?

Often exhibits have the company name as the focal point of their visual imaging. If your company name isn't descriptive or a recognized brand, consider making what you do more visually dominant than your company name. If you're a well-known brand with the goal of maintaining or increasing market visibility, then keeping your company name as the focal point makes sense.

展会通常会将公司名称作为其视觉成像的焦点。如果您的公司名称不是非常具有认知度的品牌, 可以考虑让您的公司名称在视觉设计上更具冲击力。如果您是一个知名品牌, 旨在保持或提高市场知名度, 那么将您的公司名称作为焦点确是明智之举。

Area 2. Product/Service Presentations/Demonstrations

第二部分: 产品/服务演示/演示

1. Are products/services effectively displayed and/or presented?

是否有效地展示了产品/服务?

A display is static. A presentation is interactive. show attendees love to get hands-on with the products and/or learn about services interactively. Simply placing products or pictures of the products in the booth is generally ineffective. Ask yourself, what is our core message about this product or service and how can we effectively educate visitors?

单纯的陈列是静态的。而产品演示是互动性的。展会与会者喜欢亲身体验产品或者以交互的方式来了解您的服务。简单地将产品或产品图片放置在展位中通常是无效的。问自己, 我们关于这个产品或服务的核心信息是什么? 我们如何才能有效地向访客传递这些信息呢?

2. Is the display/presentation thoughtful/creative/unique?

您的展示/演示是否周到/创新/独特?

The extra thought and effort you put into your product/service presentation is instantly evident to visitors and demonstrates your commitment to a quality visitor experience. The objective in your product/service presentation is to demonstrate creativity while economizing on the amount of time visitors need to acquire the information they seek. Think about your product or service and try to find a fun, unique and engaging way to recreate a field based on real world application for maximum impact. Proving your claims with interactive demonstrations is extremely effective. Showing cutout and expanded views along with instructions on how to use the products or imaginative ways of showing how to take advantage of services is also very effective.

您在产品/服务演示中所付出的额外的思考和努力对参观者来说是很能够明显感受到的, 同时也体现了您对高质量的访客体验的追求。产品/服务演示的目标是展示品牌的创造力, 同时也节省了顾客获取产品信息所需的时间。想一想您的产品或服务, 尝试使用一种有趣、独特且引人入胜的方式来构造一个基于现实世界的应用领域, 使得您的演示效果最大化。通过互动型的演示来做产品支持是非常有效的。使用一些剪切和扩展的视图加上产品使用说明, 或利用非常富有想象力的方式来阐述您的服务都是非常有效的方式。

3. Is the display/presentation engaging and/or interactive?

您的展示/演示是否具有吸引力和/或互动性?

Visitors want to physically engage with products and services. Long term retention is improved when multiple senses are engaged: visual, auditory and kinesthetic. 访客希望亲身试用或者感受您的产品/服务。当多种感官,例如视觉、听觉、触觉都得到充分体验时,记忆留存得会更加持久。

4. Is feature/benefit signage integrated into display/presentation?

产品的功能/优势特征是否都整合到了您的演示中?

Don't just tell them... Show them! Only presenting product information verbally limits sensory input and thereby limits impact, understanding and recall. Supporting product messages with visible, bulleted, keypoint copy expands sensory input. This can be achieved with exhibit or wall signage, table top signs, flat panel monitors with continuous loop PowerPoint or video presentations. If you are presenting a PowerPoint, video or DVD on monitor(s) in the exhibit, be sure to identify what's being shown on the monitor. This can be achieved through topper(s) attached to the monitor or on an easel sign on a counter. The signs can be very helpful for the audience as too often the volume is turned down and attendees are watching a "silent movie". The signage identifies the presentation topic and helps put content into context for viewers so they know what they are watching.

不要只是告诉观众.....要展示给他们! 只是通过口述传递产品信息会影响到信息的吸收,从而减弱了对观众的影响,限制了他们的理解和回忆。而用可见的、分类的、有关键点的重复信息进行产品展示可以大大地扩展观众感官的信息吸收。这可以通过展览或墙面标牌、桌面标志、循环播放的PowerPoint或视频演示来实现。当然,如果您在展览中使用PowerPoint,视频或DVD来进行展示,务必要明确告知观众屏幕上正在播放的是什么。您可以使用连接到显示器顶部或柜台上的画架标识来告知观众。这些标识对观众非常有帮助,因为在嘈杂的周围环境中,视频的音量太低,观众就仿佛在观看“无声电影”。而此时标识就可以帮助观众明确这段视频或影像想要传达的内容与信息是什么。

5. Is takeaway product/service information readily available?

您的产品/服务信息是否“唾手可得”?

Despite increasing preference for receiving information post-show, there are always some attendees who want detailed information to take with them for more immediate review. Whether you use printed materials and/or provide data via USB Drives, CD ROMs or QR codes, it is important to have information readily available for those who request it. It's a good idea to always bring some literature and have it available for those who need or want it right now too. You could even choose to have a print on demand station in the booth. Some exhibitors are now using QR codes in their exhibit to deliver additional product information. While this is a leading edge information delivery option, please remember, smart phones need to have an App to be able to read QR codes.

尽管越来越多的人倾向于在展后接收展会资料,但总有一些与会者想要提前获取详细信息,以便快速浏览。无论您使用印刷材料和/或通过U盘、光盘还是二维码提供数据,最重要的都是为信息需求者及时提供信息。能够随时备着相关资料并将其及时提供给那些现在需要或想要的人是值得提倡的做法。你甚至可以选择在展位中设一个“按需印刷”站点以便访客根据自己的需求进行资料打印。参展商现在普遍会在他们的展位中使用二维码来提供更加详尽的产品信息。虽然这是一个比较相对先进的信息传递技术,但是请记住,智能手机依然需要有一个可以扫码的App才能读取二维码哦。

Remember these primary reasons attendees go to shows and make sure your demonstration/presentation addresses as many as possible:

请记住与会者参加展会的主要原因,并确保您的展示能够尽可能多地符合这些原因:

- Learn NEW, better, faster, cheaper, greener, safer, more efficient, effective, and profitable methods.

学习新的、更好、更快、更便宜、更环保、更安全、更高效、更有效和更有利可图的方法。

- Find SOLUTIONS to current and future problems.

找到当前和未来问题的解决方案。

- BENCHMARK practices and procedures.

基准实践与流程。

- Learn BEST Practices.

学习最佳实践。

- Learn NEXT Practices.

掌握下一步骤。

- INTERACT with Colleagues, Companies and Products.

与同事、公司和产品进行互动。

- SEE, HEAR, TOUCH, ENGAGE, IMMERSE.

看、听、接触、参与、浸入。

- DO MORE Than What They Can Do On Your Website!

能实现比在线上网站上做到得更多!

- Who precisely is my target audience?
究竟谁是我的目标受众?
- Relative to what we offer, what are their biggest concerns, problems, bottlenecks, and frustrations? What keeps them awake at night?
相对于我们提供的内容,他们最大的担忧、问题、瓶颈和挫折是什么?是什么让他们深夜无眠?
- What key features/benefits of our products address these issues?
我们产品的哪些主要特性/优势可以解决这些问题?
- What one to three main points do we want to convey? What about these main points can be quantified or measured?
我们想传达的一到三个要点是什么?这些要点是否可以量化或衡量?
- What is the single most important idea they need to know to see our product or service as a solution?
将我们的产品或服务视为解决方案时,他们需要知道的最重要的一点是什么?
- How can we get visitors to physically and emotionally interact with our products? How can we blow them away?
我们如何让访客在由内而外都能与我们的产品互动?怎么能让他们心服口服?
What do we want them to do, know, and remember after participating in our demonstration/presentation?
参与完我们的演示后,我们希望他们做到、知道并记住什么?

Area 3. Booth Staff

第三部分:展位人员

1. Are there an appropriate number of booth staffers?

是否有适当数量的展台工作人员?

The rule of thumb is one staffer per 4-5 open square meters of space. Understaffing or overstaffing a booth is counter-productive and generally ineffective. Consider the size of your exhibit and exhibit hall traffic flow and patterns. Make sure you have enough staff available to engage all visitors. But not too many! Too many people can block booth graphics and messaging. This is critical in the smaller booths, so it is best to stand a step inside the booth's edge so your messaging can be visible and graphic messages can cause people to pause in the aisles or draw them in. If you wonder if you have too many staff, take a photo with your staff standing in the booth without attendees before the show begins. If it already looks crowded without attendees, you probably have too many staffers.

我们的经验法则是每4-5平方的空间内安排一名工作人员。工作人员不足或过剩都会产生适得其反的效果,而且通常会导致效率低下。安排展位人员的时候需要考虑展览的大小,展区的流量和模式。确保您有足够的工作人员能够招呼到所有的访客,但不是过多哦!太多人员会挡住展位的图像与信息。这对于较小的展位来说至关重要,因此工作人员最好都能站在展位内一步左右的地方,这样您的产品信息和图像就不会被挡住,而过往的访客就会被吸引而在您的展位前驻足。如果您想知道安排的工作人员是否过多,在展会开始前,为站在展位前的工作人员拍一张合照。如果在没有与会者的情况下您的展位看起来已经很拥挤,那么工作人员可能确实有点太多了哦。

2. Does their dress quickly/visibly identify them as a booth staffer?

他们的服装是否能够快速、明显地将他们区别为工作人员?

This is more of an issue in larger exhibits, where attendees may have difficulty determining who the exhibit staffers are. Consider some form of staffer ID such as uniforms including themed or color-coded apparel or accessory strategy such as a large badge, button or boutonniere to make it easier for attendees to quickly identify your staff. Consider matching shirts, jackets or scarves for the female staff. You can also use corporate branded shirts with embroidered logos worn with matching slacks or skirts. Not only will this make it easier for attendees to find a staffer in the booth, but you will look professional and display an integrated team appearance as well.

在大型展会中,这个问题往往更加明显。与会者可能难以确定到底哪些才是工作人员。您可以尝试使用某种形式的职员ID,如工作服,包括呼应主题或按颜色划分的套装与配件,如大徽章,纽扣或胸花,以方便与会者能快速识别您的工作人员。另外,您可以考虑为女性员工安排配套的衬衫、夹克或围巾。您还可以使用带有刺绣logo的公司品牌衬衫,搭配一些宽松的衬裙或裙子。这不仅可以使与会者更容易在展位中找到您的工作人员,而且是一种专业的表现,能够展示出一个统一的团队形象。

3. Do they keep body language open to visitors/attendees in the aisles?

他们是否对过道的访客/与会者表达了开放的身体语言?

Over half of an attendee's decision to notice and pay attention to a specific exhibit is based on what the booth staff is doing or not doing. Staffers should be standing-not sitting-placed few meters off the carpet line-not behind tables or displays and not out in the aisles or in the back of the booth. They should maintain an open body posture with their eyes directed toward attendees in the aisles and upon visitors as they approach or enter the exhibit.

在一场展览中,会有超过一半的参展者会根据展位工作人员的行为,决定是否去参观某个展位。工作人员应该站立在展位中,而不是坐着;应该站在距离通道1米左右的地方,而不是站在展示柜或显示器的后面,也不要站在过道里或展位背面。当他们接近或走进您的展区时,您的工作人员应当保持开放的身体姿势,用真挚的眼神直接与他们进行交流。

4. Are they quickly responsive to booth visitors?

他们是否能够快速响应来访者？

Attendee's time on the exhibit floor is limited and they will not wait much more than one minute to be engaged by a staffer. You should have sufficient staff available at any given time whether it is the first day or the last day to manage traffic flow. To engage attendees who are passing or considering entering your booth requires proactive behavior on your staff's part. You may want to assign specific meet and greet staffers and position them near entrances to your exhibit. This can be an excellent support mechanism to help product demonstration and sales staffers who may be engaged with visitors.

与会者在每个展位停留的时间非常有限，他们不会有耐心一直等待工作人员的响应。无论是展会第一天还是最后一天，您应该确保任何时间您的展位中都有足够的工作人员。想要吸引展位周围来往的与会者，您的员工需要采取一些积极主动的措施。您可以安排几个固定的员工在展位入口处进行问候和招揽。这是帮助产品演示和销售工作的一项非常好的举措。

5. Are booth staff behaviors appropriate?

展位员工的行为是否恰当？

Behaviors such as sitting, leaning, staring into space or acting disinterested, eating, drinking, clustering in groups, talking to other staffers, working on computers, using cell phones and/or texting in the booth present an undesirable image of your company in the mind of attendees. These behaviors decrease booth traffic by discouraging potential visitors from stopping.

诸如坐着、倚靠着，发呆或懈怠、吃吃喝喝、成群结队，与其他工作人员交谈、玩电脑、在展位上发短信、打电话等行为都会给与会者留下对您的公司非常不好的印象。这些行为会将潜在客户“拒之门外”，从而极大地损害展位流量。

The Rules of Exhibitorship:

参展规则：

1. Be visible, available, and professional.

可见、可得、专业。

2. Don't "Hang with the Gang", meaning clustering with your fellow booth staffers.

不要“拉帮结派”，和其他工作人员在展位中抱团。

3. Don't pounce on or ignore visitors.

不要太热情吓到访客，当然也不能忽视他们。

4. Don't use cell phones/text in the booth.

请勿在展位内打电话、发短信。

5. Respect visitor's time and knowledge. Before talking about company or products, booth staff should find out who they are with, why they are visiting your exhibit, and what they need to do so the visitor and your company gets value.

尊重访客的时间和知识。在谈论公司或产品之前，展台工作人员应该了解他们与谁在一起，他们为什么要参观您的展位，以及他们需要做什么，这样访客和您才能都获得有价值的信息。

6. Don't overwhelm with information. Present just enough to make the visitor want to know more and be willing to commit to a next step, such as a phone or in-person appointment.

不要传递过多的信息。这些信息只要能使得访问者想要了解更多并愿意进行下一步就可以了，例如留下电话号码或亲自预约体验。

Pay Attention to Booth Staff Do's & Don'ts:

关注展位工作人员的“可做”和“不可做”：

Do's

可做：

Act like you want to be there.

表现得态度积极。

Work your shift.

保证完成你的工作班次。

Help keep the booth clean.

帮助保持展位清洁。

Stand.

站立。

Smile.

微笑。

Proactively engage visitors.

积极吸引访客。

Talk less, ask more questions.

少说话, 多问问题。

Don'ts

不可做:

Act like you want to be there.

被动或过度咄咄逼人。

Be a "badge-gawker".

成为“徽章傻瓜”。

Hang with the gang.

拉帮结派。

Maintain closed body posture.

展现被动的身体姿势。

Pre-judge visitors by appearance.

以貌取人。

Eat, drink, or chew gum in the exhibit.

在展览中吃、喝或嚼口香糖。

Talk on cell phones or text in the exhibit.

在展会中打电话、发短信。