



CRITICAL SUCCESS FACTOR #3: MANAGING YOUR VISITOR'S EXPERIENCE

关键成功因素#3:管理您的访客体验

If you've completed the first two exercises, you're on your way to a successful Exposition exhibit. You have three SMART goals backed up with written action plans and you've created a plan to attract your ideal visitors.

如果您已经完成了下文中的前两个练习,那么您距离一个成功的博览会展览已经不远了。您有三个用书面行动计划作为支撑的SMART目标,而且您已制定了目标客户的捕获计划。

Now it's time to give careful thought to...

那么现在是时候仔细考虑.....

Managing your visitor's experience means carefully addressing three areas:
1) your exhibit 2) your product/service presentation/demonstration 3) your exhibit staff.

管理访客的体验意味着要解决三个方面

1) 您的展览 2) 您的产品/服务展示/演示 3) 您的展位人员。

1.Keys to a Successful Exhibit

成功展览的关键

Think of your exhibit like a billboard on a freeway. Attendees are driving down the aisle at 110km per hour. The first thing your exhibit must do is grab their attention and force them to look at it. Effective ways to make your exhibit more visible include using color in your exhibit property, carpet and images, using lighting to draw attention to product displays or imagery, larger imagery that is relevant to the audience, using motion or things that blink or flash, and using technology such as flat panels, video walls and interactive touch screens.

把你的展览想象成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。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。让您的展览引人注目的有效方法包括:在展览用品、地毯和图像中使用鲜明的颜色,使用灯光吸引对产品的注意力,使用能让过往的与会者注意到的大型图样,使用动态或闪烁的东西,以及使用平板、视频墙和交互式触摸屏等技术。

Once they look, your exhibit must quickly and visually answer the questions of

一旦吸引到他们的目光,你的展览必须快速、直观地传递以下信息:

1) what do you do?

你的公司是做什么的?,

2) why should they care?

有什么值得他们关注?,

3) who are you?

你是谁?

Next, your exhibit must be easy-to-enter, navigate and exit.

接下来,您的展览必须方便访客进入、游览和出场。

Finally, your exhibit should reinforce your brand identity.

最后一点,您的展览应该着重增强品牌辨识度。

EXERCISE: Set up or look at a picture of your exhibit and assess how well it's addressing these factors. If it's weak in any of these areas, consider making changes before the show.

练习:摆放好然后观察您的展览中用到的图片, 评估一下它们能多大程度上强调这些信息。如果在这些方面的效果都很微弱, 那么请您考虑在展会前对其进行修改。

2. Keys to Successful Presentations and Demonstrations

成功演示的关键

CEIR research found the #1 way attendees want to engage with exhibits is through interactive presentations and demonstrations. Give very careful thought as to how you are displaying and presenting your products and services. Try making it as interactive as possible. Show them, tell them, and get them to do something to create maximum impact. Be sure to reinforce your key takeaway messages with well-placed graphics.

CEIR研究发现, 互动演示是与参会者最希望能够参与到展览中的方式。仔细思考一下如何陈列和展示您的产品与服务。尽可能地使其具备很强的互动性。向来访者去展示、去阐述、去让他们做点什么来强化您的演示对他们产生的影响。此外, 记得使用恰得其位的图像来强化您想表达的关键信息。

EXERCISE: Think through your product or service presentation with emphasis on multi-sensory interaction with visitors.

练习:思考一下, 如何强调您的产品或服务演示中的访客多感官互动。

3. Keys to Successful Exhibit Staffing

成功展览人员配备的关键

Your people will make or break your success at trade shows. Be sure to have enough staffing during all open exhibit hours. If you're in a medium or larger booth, make sure it is easy for visitors to identify who your staffers are. Have multiple types of staffers, including sales, marketing, technical, customer service, and executives. Be sure everyone looks and acts like they want to be there. Stand up, smile and engage visitors on the perimeter. Quickly welcome visitors who enter your booth. Spend the first few minutes asking questions about the visitor; who they are, why they are visiting, and what they hope to accomplish. Avoid behavioral mistakes that reduce booth traffic like sitting, talking with other staffers, texting or talking on cell phones, and eating or drinking in the booth.

谋事在人, 这句话对于展览来说也是一样。在所有公开展览时间内, 您必须有足够的人手配备在您的展区内。如果是大中型展位, 要能够确保访客可以轻松识别您的工作人员。确保您的工作人员分工明确, 包括销售、市场、技术、客户服务和高管。确保每个人的形象和表现都是积极的。告诉您的员工, 站起来, 微笑着去吸引展位周围的与会者。迅速迎接走进您的展位的访客。花几分钟时间询问一些有关访客的信息, 例如他们是谁, 为什么会到您的展位, 以及他们希望实能够解决的问题。千万要避免员工行为上的错误, 因为那样会减少展位流量, 这些行为包括坐在展位中、交头接耳、发短信或在手机上聊天, 以及在展位上吃吃喝喝。

EXERCISE: Get your booth staff together and discuss your staffing game plan and the rules of effective exhibitorship before the show.

练习:把您的展位员工都聚集到一起, 在展会前讨论好您的人手配置计划和高效参展规则。

Lastly, get ready for your E3 Exhibiting Effectiveness Evaluation! The purpose of this program is to

最后, 请注意我们将为新的参展商提供E3参展效果评估。这样做的目的是:

1) reinforce areas of effectiveness, and

强调您的高效的方面, 和

2) identify potential areas that can be improved so your company gets more value and results. During open exhibit hall hours, a highly experienced show expert will visit your exhibit and observe your exhibit in action. They will not need to interrupt your booth activities during this process. However, the evaluator will be taking photos of your booth, which will only be used in a confidential report you'll receive.

识别出可以改进的潜在方面,以便您的公司获得更多价值和更好的参展结果。在展会进行期间,将会有经验丰富的展会专家将参观您的展位并观看您的展示。在此过程中,他们不会打断您的展位活动。同时评估员将对您的展区进行一些照片拍摄,但请您放心,该照片仅用于您后续将收到的机密报告中。

Shortly after the show, you will be emailed an Exhibiting Effectiveness Evaluation Report highlighting areas of effectiveness and identifying potential areas that can be improved so your company gets more value and results.

会结束后不久,您将通过电子邮件收到您的参展效果评估报告,标识出您的高效领域,指出可以改进的潜在领域,以便您的公司获得更多价值和更好的参展成果。

If you have any questions, please feel free to reach out to us.

如果您有任何问题,不要犹豫,赶快联系我们吧。