Present

Driving Traffic & Successfully Working Your Midwinter Meeting Virtual Booth

Participant Learning Objectives:

- Marketing Your Virtual Booth
- Virtual Staffing Success – 7 Step Road Map
- Register & Prepare Your Virtual Booth Staff
- Managing Visitor Chats
- Rules of Virtual Attendee Engagement
- How to Capture Leads and Follow-Up
- Measuring Performance & Value
Virtual Exhibiting Training Sessions

*Be sure to view all the webinars!*

1. How Virtual Exhibiting Can Help Your Company During a Crisis October 1, 2020
2. How to Optimize Your CDS Midwinter Meeting Virtual Booth November 3, 2020
3. Driving Traffic To and Successfully Working Your CDS Virtual Booth January 12, 2021

- [https://www.cds.org/meetings-events/midwinter-meeting/information-for-exhibitors/exhibitor-resources/exhibitor-roi-center](https://www.cds.org/meetings-events/midwinter-meeting/information-for-exhibitors/exhibitor-resources/exhibitor-roi-center)

Marketing Your Virtual Booth

- Promoting before and during the event is a MUST!
- Defining a “tight list” of high-value target visitors is key!
- Defining and communicating a clear and compelling value proposition helps you draw traffic.
  - What is the single biggest __________ or challenge your customers face that you can help them solve?
  - What is one useful thing you can quickly teach them that will add value to their practice or career?
  - What will they gain, save, achieve or avoid by visiting your virtual booth?

Do It Yourself Marketing

1. Work your warm circle: Encourage them to register!
   - Customers: Active and Inactive
   - Prospects in your sales pipeline
   - Recent inquiries about your product/services
   - Website visitors
   - People who have downloaded documents you’ve offered
   - Visitors to your past live tradeshow booths
   - Social media connections
2. Create segmented lists, design messaging/content specific to each list type.
3. Start marketing ________ weeks before the virtual event.
4. Use email, social media, web landing pages and phone as primary media.
5. Plan for at least _______ direct touch points, ideally through multiple media.
   - **PRO TIP:** Give a clear and compelling reason to attend the virtual event and to visit your booth. See – Do – Learn – Get
Do It Yourself Marketing

Marketing examples

- No message, benefits or differentiators
- No company name reference in body
- Typo
- It's all about them, not me

Marketing examples

EMAIL #1
- Well branded
- Preview of booth
- People = humanize experience
- Benefit in body copy
- Call to action button

Email continued on next slide

Marketing examples

EMAIL #2
- Benefit focused headline
- Consistent branding, look & feel
- Assumptive copy

Email continued on next slide
Marketing examples

Promote at the booth

Come join us at booth #112 of the HHC Technology Conference for valuable insights to help support your organization’s needs. Learn how to take advantage of the latest technology solutions, improve patient satisfaction, and enhance your business operations.

What could be improved?

• Maybe a little shorter?
• Insert Calendaring link to schedule demo and sessions

Daily live demo presentations

Join our live demo sessions throughout the day to see the latest in technology. Check out the booth below and see our booth for the demos and a few.

• Demonstrate the latest technology with intelligent workflows
• Manage a safe transition to technology
• Improve patient experience
• Boost productivity with cancer treatment

Theater Sessions

Real-time technology sessions on how they are managing a remote workplace. Sessions include:

• Tuesday, October 28th at 11:00 am PDT – Lowe’s Transforming HR
• Thursday, October 29th at 11:00 am PDT – King Dr. Pepper
• Monday, October 30th at 11:00 am PDT – ABC Technology

Marketing examples

Offer a great employee experience

At the HHC Technology Conference – October 24, 2023

Where did “Meet with Us” button take you?

• Pre-view of booth
• Countdown timer
• Pre-schedule meetings
• Meet the staff (“experts”)
• Contact us

Marketing examples

SOCIAL MEDIA EXAMPLE

• LinkedIn: 355,981 connections
• Twitter: 30,400 followers
Do It Yourself Marketing

6. **PRO TIP:** Review educational sessions being held and determine which sessions relate to your products/services – promote those sessions and suggest they visit your booth after viewing the session.

7. Offer an approved reward/contest for attending the event and visiting your virtual booth.

8. Consider offering a higher level reward for scheduling and completing meetings.

**Leverage Midwinter Meeting Marketing Opportunities**

- Can see who is registered for event – can send email through Connect Now button
- Use GRIP Virtual Networking to Connect, Chat, Meet with attendees

Advertising/Sponsorships:
- Ad ops in e-newsletter to CDS members
- Ad ops on CDS e-blast
- Virtual Meeting Platform Banners
- New Product Showcase Demonstration
- Virtual Grab Bag
- Corporate Learning Theater Presentations
- Networking
- Other: CE Verification Notice, Official Program Lectures, Sponsorship Page, ePosters, Mobile App Opportunities

- [https://www.cds.org/meetings-events/midwinter-meeting/information-for-exhibitors/sponsorship-opportunities-for-2021](https://www.cds.org/meetings-events/midwinter-meeting/information-for-exhibitors/sponsorship-opportunities-for-2021)

**For More Information, Please Contact:**
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Virtual Staffing Success – 7 Step Road Map

1. Best People Online
2. Attract Right Visitors
3. Train to Interact Effectively Online
4. Find Visitor Need or Problem
5. Briefly Present How You Can Help
6. Gain Agreement to Next Action
7. Follow-Up & Convert

Register & Schedule Staff

1. Virtual booth staff must be registered through ATT.
2. Number of reps based on booth package: standard 8; enhanced 12; premium 16, platinum 30.
3. Feature product managers - technical experts - and promote they will be accessible during the event!
4. Make sure personnel are scheduled and available.
   • 2/25-27 from 9:00 to 5:00 PM during Open Hours.
   • Dedicated times: 9:30-11:00, 12:30-2:00 and 3:30-5:00
5. PRO TIP: Consider having a set time during Open Hours to engage with your senior executives.
6. Create teams and invite members through GRIP
   ➢ Learn more about in tomorrow’s webinar!
Prepare Your Booth Staff

Virtual Staff Prep Practices

1. Have ALL staff log into the platform prior to live event to familiarize with virtual booth functions.
2. For multiple solutions, determine key contact for each - emphasize in staff descriptions.
3. Determine who and how to handle other visitor types:
   - Students
   - Competitors
   - Dealers & Distributors
   - International Visitors
   - Press

Prepare Your Booth Staff

Virtual Staff Prep Interaction Practices

1. Assign one person as virtual booth host - feature in staff directory.
2. Develop and provide ALL staff with a list of seek to understand questions for chats, meetings and messaging for featured solutions.
3. Two options for exhibitors to chat with attendees:
   - Exhibitors can access GRIP matchmaking platform which allows attendees to schedule 1:1 meetings with booth staff directly
   - Chat within exhibitor profile page, allowing attendees to chat directly with the exhibitor on the page.
4. When doing video meetings: (one to one or group)
   - Make sure staff looks and dresses the part
   - Consider background, lighting, test audio, have a wired internet connection
5. For scheduled meetings, prepare an agenda and share with participants in advance, when possible.
Prepare Your Booth Staff

Virtual Staff Product Knowledge Preparation
1. Determine featured products and services.
2. Determine top 3 features and ________________ for each solution.
3. Define at least one differentiated feature & benefit.
4. Define customer needs each feature and benefit addresses.
5. Develop open-ended questions to get customers to voice need ______________ presenting feature and benefits!
6. Make sure all virtual booth staff are trained to ask need based questions, quickly and effectively present features and benefits in a consistent, concise and persuasive manner.

➢ PRO TIP: Develop a FAQ list about company and featured solutions and SCRIPT your best answers.

Rules of Virtual Attendee Engagement
1. Check booth visitor log in GRIP dashboard at beginning of each day, reach out to visitors to chat or schedule meeting.
2. Be sure your virtual booth is staffed during ALL open hours.
3. Don’t interrupt attendees during educational sessions.
4. Respond quickly to visitors, chat and requests
5. Respect visitors’ _______________ and knowledge.
6. Strive to quickly identify and briefly meet information needs.
7. Collaborate on a specific next action.
8. Follow-up quickly with qualified visitors.

How to Capture Leads

• Various ways leads are captured :
  ✓ Drop a Business Card feature (full contact information)
  ✓ When people Chat or Request Meeting be sure to ask for information
  ✓ Grab Bag Gift Program – (capture form on exhibitor website)

• PRO TIP: Be sure to check into your virtual booth frequently after live event – people can visit your booth and leave messages.
• VISITOR REPORT: You can access a report detailing who and how many visitors you had, when and how many times they visited, what content they interacted with, and who requested information.
**Following Up With Leads**

- Import visitors into your CRM quickly
  - ✓ Source or tag them to CDS Midwinter Virtual
  - ✓ Enter activity in contact record of existing contacts
  - ✓ Manage 1 to 1 follow-up through your CRM
- Define various follow-up actions.
- Develop follow-up plan in advance.
- Ask visitors “How would like us to follow-up with you?”
- Follow-up fast – do what you say you will do!
- Deliver value on each touch point.
- PRO TIP: Don’t stop short – it takes average of _______ touches to convert a lead.

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**Measuring Performance & Value**

1. Unique Users
2. Total Interactions
3. Total Downloads
4. Video Views
5. Drop a Business Card
6. Company Website Clicks
7. What button/url visitors clicked on
8. Number Chats/Analysis: Who, What Discussed
9. Number Video Meetings/Analysis: Who, Outcome
10. Total event investment divided by:
    - Unique Interactions
    - Leads – Sales (at and post)
11. Potential Revenue Value of Leads
12. Leads Converted to Sales Over Time
13. Traceable Revenue to Total Event Investment
What are the three most important ideas you learned and will apply to improve your virtual booth program?

________________________________________________________________________________
________________________________________________________________________________

About Your Expert Presenters

Jefferson Davis, President, Competitive Edge
The Tradeshow Productivity Expert™

Jefferson is President of Competitive Edge, a highly-specialized consulting and training firm on a mission to inspire, lead and direct businesses on how to more effectively use exhibiting to visibly support core business objectives and generate measurable financial value, far beyond cost.

His mission is achieved by challenging companies to re-evaluate limiting perspectives about exhibiting and getting them focused on precision execution of five critical exhibiting success factors.

His Tradeshow Turnaround philosophy and practices are the exposition industry’s definitive guide to quickly turning tradeshows from “expensive appearances” to “productive, profitable investments.”

Jefferson is available to personally help companies implement the Tradeshow Turnaround philosophy and practices.
Call 800-700-6174 in the US or 704-814-7355 and visit www.tradeshowturnaround.com