



# EVENT MARKETING

HOW TO MAXIMISE YOUR ROI AND TURN  
LEADS INTO BUSINESS

# PART 2) AT THE EVENT CHECKLIST ✓

# MAXIMISE YOUR ROI

You've spent all that precious budget, now you need to make the most of the opportunity!



## STAND MANAGEMENT

Make sure your stand is well positioned, preferably in an area with high footfall

Ensure that your stand is clearly branded and eye catching. Your product offering and USP's need to be as clear as day

Discourage stand chit chat – stand personnel chatting to each other is a major turn off and you'll miss out on opportunities

Be approachable – your people must look presentable and smile



## QUALIFY YOUR PROSPECTS

What business issues do they have and can you help them with them?

Do you want to, or can you work with the organisation?

Are they the correct contact? Are they the decision maker?  
(If not, get details of the person that is)

Don't sell the product, sell the next step. (Which should either be a face to face appointment, or a demonstration).



## MANAGE AND TAKE CARE OF YOUR LEADS

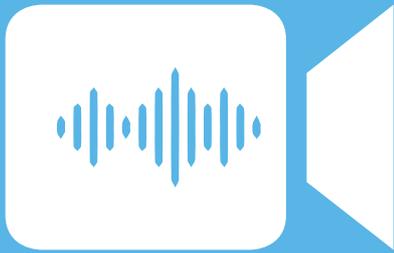
Get their business card or scan their badge

Tell them what the next stage is. i.e. "One of my team will be in touch to arrange a time for us to meet, fair enough?"

Write a lot of notes. Don't think that you will remember the details later

Keep all notes and business cards in a safe place!

# TOP TIPS

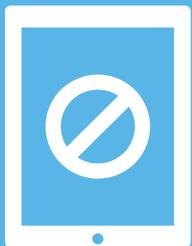


**USE AUDIO AND VISUALS ON YOUR STAND TO ENTICE PASSERS BY**

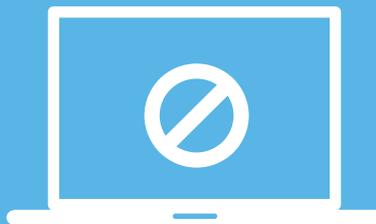
## **BAN PHONES, TABLETS AND LAPTOPS**

(unless they are to be used for demonstrations or data capture)

### **PHONES**



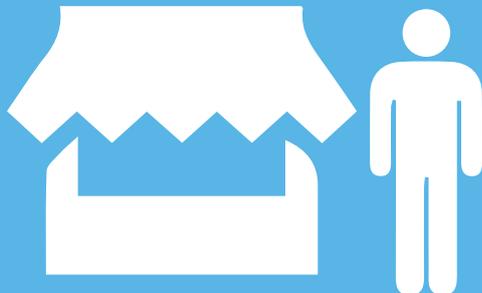
### **LAPTOPS**



### **TABLETS**



## **STOP SELLING, START GELLING. CONVERSATION STARTERS...**



**SMALL TALK PEOPLE ONTO THE STAND. E.G.**

**You:** *"Hi . Which way around the exhibition did you come?"*

**Prospect:** *"That way"* (they'll point)

**You:** *"Seen anything interesting?"*

**Prospect:** *"Yes/no"*

**You:** *"Anything you're hoping to find today?"*

*(is 100% better than "Can I interest you in? ...")*

### **PUT YOUR SERVICE/PRODUCT IN CONTEXT**

**Before talking about your offering, find out what they do & who they work for.**

*"Just so I can explain what we do in context, Would you mind telling me what you do?"*



chartered •••••  
**developments**

If you would like to know more about how Chartered Developments could help your business then please contact Peter Rosenwald.



8 Kew Court, Pynes Hill,  
Rydon Lane,  
Exeter EX2 5AZ



01392 247200



[peter@chartdev.co.uk](mailto:peter@chartdev.co.uk)