Tips for Exhibiting at a Virtual Event

Consider the following steps when preparing to exhibit at a virtual event to help increase your company's presence and exposure:

🔵 Create A Plan   🔵 Set Objectives   🔵 Measure

Preparing in advance a plan for your team will help set clear objectives as to what your company wants to achieve while exhibiting at a virtual event. At the conclusion of the virtual event take the time to reflect on your set objectives to measure the outcomes your team achieved.

Decide during the pre-event stage what your plan is and what resources you will need to utilize (I.e. staffing, software, budget, etc.) to make your experience a success.

Pre-Event: Your Plan & Objectives	During: Monitoring and Reacting	Post-Event: Pull it all together
Target ♦ Clearly define your target audience ♦ Work with the Show Organizer	*Interactions* ♦ How effective are your pre-event marketing efforts? Why? ♦ How is the traffic to each activity? ♦ What is the value of the experience, education & interactions? ♦ Quality & profile of visitors to each activity	*Business Outcomes* ♦ Determine if targets and business goals were achieved. ♦ Which activities did well? Could be improved? Why? ♦ Keep the brand experiences, communications, and learnings going after the event
Messages ♦ Send targeted messages to targeted people (Let your customers know you'll be exhibiting) ♦ Focus on new product announcements, inspirational or motivational statements, COVID-19 updates, etc. ♦ Consider using social media and press releases to reach a larger audience	*Impact* ♦ Message and branding impact and effectiveness ♦ Is your content aligning with attendees' interests? ♦ Are goals you set being accomplished? ♦ What are other brands (competitors) doing? ♦ Do you have the appropriate number of staff supporting the booth each day?	*Internal Assessment* ♦ Conduct an internal survey among your team that was involved in the event ♦ Obtain feedback on what they feel worked well and what could be improved, and why? ♦ Identify the missing digital elements and value they'd add at future virtual events

Comms & Content ♦ What content do you want to include? (Create a unique and informative landing page attendees can view) ♦ Determine a communication plan ♦ Pre-schedule staff training, meetings, sessions, and demos ♦ Confirm calendar notices and reminders ♦ Stick to Organizers posted deadlines	*Metrics & Results* ♦ Quantify your success metrics/KPIs ♦ Digital metrics (event platform, social media) ♦ Interactive Surveys & Polling ♦ Reactions to Social Media Posts, retweets/sharing, etc. ♦ What important metrics are missing and how will they be captured (brand awareness & perception, issues/challenges, etc.)	*Overall Results* ♦ Gather all metrics and feedback from all sources ♦ Report results in an easy & consumable way ♦ Why are the results what they are? Insights? Takeaways? **Remember:** Develop best practices for future events (online & hybrid) ***We're all still learning and improving in the new normal!***
Call to Action ♦ Every communication should have a strong CTA ♦ Think of actions that create reactions ♦ Create awareness ♦ Educate ♦ Drive business outcomes **Remember:** Every click counts; every click can be tracked!		
Measure ♦ Identify most important success metrics/KPIs ♦ What important metrics are missing and how will they be captured (brand awareness, perception, issues/challenges)		