



*Unleash the Power of  
Face-to-Face Engagement*



## Transform your exhibition (virtual, hybrid or live) performance with our 5 E's of attendee engagement

You could have a salsa-dancing robot on display during an exhibition to wow your visitors. But will that alone guarantee success?

What you really need is a powerful engagement plan that provides personalised, memorable and impactful booth experiences to help you make lasting connections, generate new leads and resonate through the noise.

The 5 E's of face-to-face engagement cover everything you need to accomplish a knockout exhibit performance.

Learn these smart steps and apply them to your marketing strategy to make your next exhibition a golden investment.





# CONTENTS

The 5'Es of Attendee Engagement at a Glance .....	4
ENDGAME .....	6
EMPATHY .....	9
EDUCATION .....	13
EMOTION .....	18
ENERGY .....	22
Exceptional Engagement Made Easy .....	25
Contact Us .....	26



# *The 5E's of Attendee Engagement at a Glance*

The **5E's of Engagement** framework helps exhibitors make lasting connections, generate new leads and resonate through the noise.

Learn how to refine a powerful engagement plan that provides personalised, memorable and impactful booth experiences. The 5 E's of attendee engagement include: End Game, Energy, Education, Empathy and Emotion; harness them and unlock unrivalled engagement.

## **End Game**

The best place to start is often the end. Learn how to craft a results-driven master plan that will give you the best possible chance of achieving your exhibiting goals.

Success relies upon picking the right targets, creating valuable KPIs, refining your strategy and managing your team properly on the day. However, to accurately decide on which resources to deploy at your next exhibition, work backwards from the target to ensure plenty of coverage without wasting valuable budget.

---

## **Empathy**

An unstoppable bond, established with empathy, is your conduit to trade show conversions. Prospects trust businesses who demonstrate that they understand their struggles and anxieties – opening them up to be more receptive to their help and support.

Successfully developing empathy for your target audience lies in thoughtful research. To pull out the emotional drivers behind your prospects' decision, rely on relevant questioning.

---

## **Education**

Research determined that education is the top driver of trade show attendance. To successfully embed this into your business' exhibition strategy, consider taking an education-based approach.

An education-based approach: gives attendees a compelling reason to visit your booth; engages attendees without being confrontational; adds value to your booth experience; allows you to continue the customer journey after the show and builds trust by showcasing your expertise.

---

## Emotion

Research found that 95% of purchasing decisions are driven by unconscious urges - the biggest of which is emotion. That's why the best performing exhibitors are the ones that connect emotionally and empathetically with their target audience.

Empower an emotional connection by hiring booth staff with high emotional intelligence, taking the time to understand your attendees and embedding emotion seamlessly in the attendee experience.

---

## Energy

Positive energy attracts more attendees, so it's vital to empower an energetic dynamic. Our eight tips for injecting positive energy will ensure booth team create an unstoppable momentum that will attract more attendees, hold their attention for longer and leave a lasting impression.

Unlock the best results by selecting seasoned experts with complementing personalities. Ensure a seamless attendee journey by inducting your whole team thoroughly – briefing them on how to identify the target audience, rehearsing the customer journey and incentivising them to put their best foot forward on the day.



# ENDGAME

When preparing for your next exhibition you need a refined, results-driven master plan to give you the best possible chance of achieving your exhibiting goals.

- Pick the right target audience
- Create valuable KPIs
- Refine your strategy
- Manage and motivate your team appropriately

## Step 1. Know what you want to achieve

There may be one or two core reasons that you are exhibiting:

- Generating new leads
- Building brand awareness
- Gaining new partners
- Doing market research
- Engaging with existing customers

By establishing a concrete goal, you can work out the numbers required to achieve success.

## Step 2. Work out your KPIs

Now you have established where you want to end up, you can work backwards to figure out the resources required to generate your desired result.

For example, if your goal is to generate a specific number of leads, consider:

- How many people do we need to present to at the exhibition?
- How many people do we need to engage at our booth?
- How many conversations do we need to instigate to generate enough booth visitors?
- How many days do I have to achieve this target?
- Are there any peak times for footfall where we require more staff to maximise reach?

This efficient approach to planning will help you deploy the right resources.



### Step 3. Refine your strategy

Make your strategy more focused and results-driven by using these numbers to accurately measure your trade show performance.

Understanding how your face-to-face engagement works in advance gives your team time to prepare so they can successfully:

- Address knowledge and skill gaps
- Qualify leads
- Convert effectively at your booth.

If you're not confident in how to create a results-driven strategy, we've shared how the experts prepare below.

### Step 4. Manage your team appropriately

There's little more important than your trade show team. Ensure they successfully interact with customers and represent your brand in the right way by:

- Briefing them on their responsibilities
- Having a manager present on the day to keep staff on track
- Monitoring staff during attendee engagement where possible

Be careful not to impact the attendee experience – supervision should ensure that your lead generators are asking the right questions to qualify prospects and should not be disruptive.



## Resources:

**How the experts prepare** – Steal our plan for success to get the most out of your trade show team and reap a solid ROI.

**How to Measure Exhibition Engagement** – Learn about different types of technology to understand how your attendees are responding to your efforts.

**6-Minute Trade Show Lead Generation** – Discover how to spark customer-centred conversations that filter for high-value prospects.

### Activity 1:

**Calculate Your Engagement Activity** - Get a personalised exhibition KPI forecast, define realistic goals and build a strategy to meet them.

Our exhibition engagement calculator helps you understand the key performance indicators (KPIs) you need to achieve ahead of your next exhibition to deliver your required ROI. Using your exhibition objectives and marketing performance along with exhibition benchmarks, we will calculate:

- How many passers-by you need to engage to visit your stand
- How many stand visitors you need to qualify to deliver your required number of leads
- The number of appointments you need to make and deals you need to close to deliver your required ROI
- And more vital KPIs to ensure your exhibition team performs as you expect

Receive your personal exhibiting forecast along with our recommendations to improve your chances of success.

**Calculate your engagement activity here.**



# EMPATHY

When you experience empathy for another person, and they see it in the way you relate to them, an unstoppable bond is formed. This bond is your conduit to trade show conversions. Prospects trust you because you understand their struggles and anxieties. Only then will they allow you to help.

Developing empathy for your target audience lies in thoughtful research. To pull out the emotional drivers behind your prospects' decision, rely on relevant questioning:

- Who is your ideal client?
- Why are they attending the exhibition?
- How can you solve their problems?
- What is their communication style?
- Why should they stop at your booth vs. your competitor(s)?

## 1. Who is your ideal client?

Before we dive into the emotional drivers, you need to know the basic facts surrounding who your ideal client is, such as their job title, age and income.

With this information, you can start to form a clear image of who you want to target. This will help you communicate more effectively, as you can directly address their needs.

## 2. Why are they attending the exhibition?

There's a lot of proof that trade shows are always brimming with opportunity. To take advantage of this, discover the specific reasons why your prospects are attending the show.

- Are they looking for a particular product or service?
- What information are they searching for?

To find these details, you could ask these questions on social media, using relevant tags so people can find your posts and respond with helpful information.

## 3. How can you solve their problems?

"People don't want to buy a drill and a quarter-inch bit. They want a quarter-inch hole!"  
Theodore Levitt

When you're doing your audience research, focus on their needs and pains and - most

importantly - what the end result and emotions they are looking for. You'll then be able to develop a profound understanding of what drives a customer towards your offering.

**Consider asking:**

- What is the biggest challenge you're facing right now?
- If you could wave a magic wand and fix one thing, what would it be?
- What's your biggest inhibitor to progress?
- What takes up the most time in your day?

For B2B prospects, try to understand the market they're in, how they compete, and how they make money. This will boost your personalisation efforts and, by understanding their job, will allow you to smoothly ease into what the product or service is, how to promote it, the cost, the problem it solves and who you should market it to.

#### 4. What is their communication style?

At a trade-show, **face-to-face engagement reigns supreme**. But how you approach this form of engagement will differ depending on the customers' preferred communication style.

To understand this, you need to learn about your target audiences' main personality. This is integral to developing empathy.

One way to categorise your audience is to assign them an iMA dialect. These are colour coded as follows:

- High Greens – serious, analytical and persistent
- High Blues – Warm, supporting and nurturing
- High Yellows – Outgoing, enthusiastic and creative
- High Reds – Goal-orientated go-getters that thrive with control

By loosely categorising your audience, you can adapt your behaviour appropriately. For example, a green may love the nitty-gritty details that would instantly turn the visionary yellow off. So, by understanding your target audience's preferred communication style, you can craft marketing messages and ignite conversations that convert prospects into clients.

But which one of these colours best describes your customers? Find out by taking our quick quiz below [see resources].

## 5. Why should they stop at your booth vs. your competitor(s)?

Work out what excites your target audience to create a booth experience that trumps all others. Remember, how to get them hooked is likely to depend greatly on their personality, so lean on your iMA results to plan an experience that will lure your ideal target away from competitors and into your territory.





# Resources

**Face-to-face engagement reigns supreme** – Discover why badge scanning is a false economy and what you should be doing to accurately measure your expo performance.

**iMA Colour Personality Test** – Learn about your target audiences' main personality and uncover what makes them tick.

## Activity 2:

**Understanding your audience** – Take a moment to consider the questions below.

By getting underneath the skin of your attendees, you will be in a better position to build a memorable booth experience that will qualify and engage effective leads.

### Activity 2a:

**Who is your ideal client?**

---

---

---

### Activity 2b:

**Why are they attending the exhibition?**

---

---

---

### Activity 2c:

**How can you solve their problems?**

---

---

---

# EDUCATION

According to [The International Association of Exhibitions and Events](#), most attendees visit exhibitions **to learn**. So, with education being the top driver of trade show attendance, how does this impact a business' exhibition strategy?

Taking an education-based approach to your exhibition strategy can help you connect with attendees. It helps you:

1. Give attendees a compelling reason to visit your booth
2. Engage attendees without being confrontational
3. Add value to your booth experience
4. Continue the customer journey after the show
5. Build trust by showcasing your marketing expertise

Below, we take a closer look at our top five tactics to focus your trade show strategy on education.

## 1. Gather information before the trade show

Ensure you share information that is relevant to your target audience by asking people what subjects they want to learn about. Do this before the exhibition to create successful educational experiences for attendees. You can collect this information via social media, scorecards, surveys, polls, or studies.

To ask the right questions, you need to be able to empathise with your target audience and their problems, as explored in the next section.

## 2. Deliver fun and memorable presentations

Everyone had that one teacher at school who made a huge impact because their lessons were fun and engaging – you still remember them after all this time. You can have a similar impact on your attendees by making sure your presenters have the skills and expertise to light up a room and hold people's attention with punchy presentations.

Professional crowd gatherers are vital too to get those all-important bums on seats!

## 3. Gamify your learning experiences and offer prizes

You can make learning more entertaining using gamification, boosting attendee engagement. For example, you could develop an interactive game show featuring

questions about your industry, products, or services. The person who gets the most correct answers gains a valuable prize, helping you attract competitive attendees.

Or you could have attendees earn points by completing mini educational games, visiting booths, listening to presentations, and sharing pictures on social media.

#### 4. Create unforgettable learning experiences with Augmented and Virtual Reality

AR and VR help you break through the limitations of reality. Using this technology, you can take attendees on a journey beyond the trade show floor, expanding your options for learning opportunities exponentially.

Consider if, rather than telling attendees how to improve their current situation, you could show them how by placing them in the centre of a vivid, hands-on learning experience using virtual reality headsets or an augmented reality app on your mobile devices.

#### 5. Offer follow-up educational assets after the show

Ensure all the effort you put into attracting and engaging attendees doesn't go to waste with a powerful follow-up offering. For example, you could create a webinar or free whitepaper that covers the topics discussed during your presentation.

Attendees must give their email address in exchange for the content. Gain their opt-in and you can nurture them as prospects with valuable content that leads them towards conversion.





# RESOURCES:

**How GDPR Affects Your Lead Generation** – Achieve the results you aspire to from your trade show while adhering to GDPR by using this guide to avoid any legal headaches.

## Activity 3: What do your attendees want to learn?

Attendees visit exhibitions to learn about a whole host of things – from how your product can give them a competitive edge and how much discount they can get to how they'll be supported in the after-sales process and whether your product can be tailored to suit them.

Below we have included the 7Ps of service marketing. These may not all be relevant to your business or what you plan on selling on the day. However, the table below should act as a useful prompt to help you consider what your attendees are coming to learn from you!

	Product	Price	Place	Promotion	Process	People	Physical Evidence
What do customers want to learn?							
Examples	Product features, upgrades, add ons. Quality, USP, variants, lifespan, warranties	Discounts, bulk-buying, scales of economy, credit, payment methods, free or value-added elements	Exclusivity, availability, accessibility, sales support	Demonstrations, competition, awareness, education gaps, branding	Turnaround time, next steps, R&D, customer journey	Contact, ongoing after-sales support, account manager	Packaging (can it be branded?), online experiences, training if required
How can you present this in a fun or interesting way?							

How can you make this visually attractive to lure attendees in?							
How can you add additional value AFTER the event?							

If you're struggling to fill out this section, we recommend you come back after you have refined your customer persona in activity 6.

### **Activity 4: Interrogate what you do, why you do it and the so what factor.**

*"People don't buy what you do, they buy why you do it." – Simon Sinek.*

When considering what messages they want to share with the customer, businesses often get confused and end up overcomplicating their offering. This leads to an overwhelmed attendee and a missed opportunity.

So, to ensure you can simply put your educational message across in a concise, meaningful and impactful way, put it to test with our series of activities below!

What solutions are people buying from you? Why do you care and why should they? It's time to interrogate what you do – be blunt, be niche, use simple, common sense language.

#### **Activity 4a:**

**What do you do?**

---



---



---

## Activity 4b:

Why do you do it?

---

---

---

## Activity 4c:

So what?

---

---

---

*Top tip: a great test of whether you've made your message simple and concise enough is to ask yourself:*

- i) Could I fit my message on a van (or is it too long and wordy?)
- ii) Could I explain my message to my nan (or am I using too much jargon?)

*Although it may seem silly, asking yourself these simple questions can help you ensure that your message can be clearly communicated to your attendees. After all, you could have the best product or service in the world but – if you can't put why people should buy it into words – you're never going to sell!*





# EMOTION

Too many exhibitors fail to reach their goals because they approach the trade show process from their own sales perspective. This births emotionless, unengaging, and irrelevant experiences attendee would rather forget.

So, how can businesses use the power of emotion to deliver exceptional attendee experiences? Success relies on three main things:

1. Understanding the attendee's perspective
2. Hiring the right staff
3. Incorporating emotion into the booth journey.

**By following these steps, you should be able to:**

- Connect with attendees on a personal level
- Create trust with your presentation or demonstration
- Provide compelling reasons for them to do business with you
- Secure their interest for a successful follow-up

## 1. Understand the attendee's perspective

Take a walk in your attendee's shoes. Consider what the engagement process looks like from their perspective and how does this make them feel?

Getting a sense of what emotions, the attendee is experiencing during the trade show gives you the upper hand to design a booth journey that resonates.

To get clarity on what your booth journey will look like, ask yourself:

- What do I want my target audience to **know, feel and do** at our booth?
- How can I leave a memorable and lasting impression?

Focusing on the last question, the main ingredient for a successful attendee experience, is having professional, empathetic and skilled booth staff. So, let's look at how you can build a winning team.

## 2. Emotional management starts with the right people

Having the right people manning your booth can multiply your trade show results (as we've learnt from experience!). But what do we mean by 'the right people'?

Look for individuals who can manage three key emotions:

- Being positive and upbeat
- Being resilient
- Building rapport through empathy

These can be rare skills, so it's critical to spend quality time **looking for the right people** well in advance.

The next component you need to consider is adding emotional oomph to your engagement process.

### 3. Incorporating emotions into the booth journey

When you look at the key steps in the attendee engagement process, there are emotions at play at each stage. Learning them helps you carry attendees seamlessly through to conversion.

**The initial approach** - The emotion at play here is comfort. The attendee may not know you or have even heard of your company. To make them feel comfortable, your staff need to have the right body language.

**Building rapport** - Once you have established comfort and ease, it is time to ask some open questions such as, "What brings you to the trade show today?" or "What problems can we help you solve?" Making conversations attendee-centred helps them feel heard. And by being attentive and personal, you gain their trust and respect.

**Presenting or Product Demonstrations** - An interactive and immersive presentation, incorporating as many of the five senses as possible makes for a memorable experience. And if it's personalised to the attendees' core requirements, you'll cultivate excitement and trust, putting the attendees in a great state of mind for the follow-up process.

**Follow up** - Now you can reveal how you'd like to connect with them after the show. Ensure you include an enticing offer in your follow up process to keep them hooked and committed to continuing the conversation with you.

# RESOURCES

**How to utilise face-to-face thought leadership** – Drive home your message and gain business interest and influence through face-to-face thought leadership.

**Hire the right people** – Truly connect with your target audience and deliver exceptional event ROI with our global team of over 2,500 exhibition professionals.

## Activity 5. – How engaged are your audience?

There are many indicators that an attendee is engaged with your booth journey. Take five minutes to answer the questions below to plot the perfect customer journey – considering indicators that they're seamlessly transitioning from a prospect to a convert!

### Activity 5a

Thinking about your most recent sales conversation, based on your prospect's demeanour, how do you think they were feeling?

---

---

---

### Activity 5b

How could you create more opportunities to connect with people on a personal level?

---

---

---

### Activity 5c

What interactive activities or experiences could you run on the booth to get people curious, immersed and involved?

---

---

---



## Activity 5d

How could you make your sales presentation more engaging, incorporating more of the five senses?

---

---

---



# ENERGY

It's a fact: positive energy attracts more attendees.

Our eight tips will make sure your booth team ooze good vibes and create an unstoppable momentum that will help you attract more attendees, hold their attention longer and leave a lasting impression.

## 1. Select the right team

When it comes to hiring, the two main mistakes are:

- Picking staff from sales or marketing who have no exhibiting experience
- Hiring individuals who have contrasting personalities

Return the best results by hiring competent staff who are trained in face-to-face engagement skills. You can then build your team by selecting complementary personalities that work in harmony and establish a great dynamic where everyone is bouncing off each other.

## 2. Brief your team on company and personal objectives

With clear goals in mind, you can measure your efforts and see how you're contributing to the company's overall success. Therefore, it is important to:

- Brief your team on company objectives
- Create personal goals for individuals to focus on

Not only will staff be able to align their efforts with your wider goals, they will have a clear plan on what they need to do on the day – helping them to achieve clarity, stay on track and put their best foot forward.

## 3. Make sure they know who the target audience is

Your target audience should shape your entire trade show strategy, from your engagement tactics to your product or service demonstrations.

Communicating this information to your team is vital. It helps them choose the right tone and ask the right questions while engaging with attendees.

## 4. Create a fun and enjoyable attendee experience

If your attendees are enjoying the experience they get at your booth, your staff will feel invigorated. They get to see first-hand the positive impact they are having not only on your prospects but on your business' bottom line.

Consider how interactivity can play an instrumental role in creating a fun booth experience with games and activities that bring your booth to life.

## 5. Rehearse the attendee journey

Help your trade show team feel as confident as possible about the journey they need to take attendees on by rehearsing the attendee journey. This will ensure a cohesive and five-star experience that seamlessly leads prospects to the next stage – conversion.

## 6. Make outside contractors feel part of the team

The perfect trade show team is completely synchronised – creating clean and fast conversions.

To ensure your flow isn't disrupted, include any agency hires or contractors in your briefings. By giving them personal objectives, you also put them on the same level as your permanent staff, empowering them to give their best performance.

## 7. Set fun team incentives

If you want to get your team energised and focused, give themselves something worth pushing themselves for! For the best results:

- Link incentives to specific targets
- Keep your competitions friendly
- Make rewards highly visible
- Offer a range of incentives
- Incentivise the right behaviours

## 8. Display positive body language

Being approachable will result in increased traffic for your booth. Body language can also help make conversations with attendees more enjoyable and improve engagement.

- Maintain eye contact with visitors
- Smile and be enthusiastic
- Have open body language at the booth
- Be a good listener.




# RESOURCES:


**7 Ways to Avoid Bad Trade Show Etiquette** – Stop performance killers in their tracks by preventing bad behaviour.

**Colour Code Your Personality** – Maximise your team's connectivity by matching complementary personalities and uncovering invaluable insight.

## Activity 6: Create an Audience Persona

If you don't have audience personas already, you need them. Fill out the boxes below to discover what you know about your audience and identify where to focus your market research energy.

 <b>Persona Name</b>	<b>Background &amp; Demographics</b>	<b>Hobbies &amp; Interests</b>	<b>Goals</b>
	History: Sex: Age:	Job Role: Income: Size of Company:	Example: Travelling the World
<b>Daily Challenges</b>	<b>Common Objectives</b>	<b>Biggest Fears</b>	<b>Typical Buyer's Journey</b>
Example – Managing time on social media	Example – We've tried social media before and it doesn't work!	Example – not being respected by colleagues	
<b>Challenge Expectations</b>	<b>Purchase Criteria</b>		
What changes do they expect or want to see from buying the product / service?	What are the 3-5 most important factors when deciding if they should purchase your product / service?		



**Awareness**  
What content can you provide to your consumers to help more people understand your product / service?

**Research**  
What content can you provide to help them research products / services like yours?

**Decision**  
What content can you provide to help them make their final decision to purchase?

To learn more about your target market, ask customers to complete surveys, gather data from Google Analytics and listen to conversations on social media. Compare the results and realign your strategy to match the findings!



## Activity 7: Targeting Your Primary Audience in the Right Way

Now we know your customer better, it's time to consider how you can produce an experience that will make your audience tick. Fill out the boxes below considering your primary segment [outlined in your customer persona above].

<b>Awareness</b>	<ul style="list-style-type: none"><li>• How will you ensure the audience is aware you are exhibiting?</li><li>• .....</li><li>• .....</li></ul>
<b>Interest</b>	<ul style="list-style-type: none"><li>• How will you peak and retain their interest (eg, product features, demonstrations)?</li><li>• .....</li><li>• .....</li></ul>
<b>Decision</b>	<ul style="list-style-type: none"><li>• What do you need to do to help them make a decision (eg, what info do they need)?</li><li>• .....</li><li>• .....</li></ul>
<b>Conversion</b>	<ul style="list-style-type: none"><li>• How can you convert them, eg into a qualified lead?</li><li>• .....</li><li>• .....</li></ul>

*Remember, just because your main client is a certain personality, it doesn't mean all of your attendees will be. There may be merit in taking some time to consider how you would alter your approach to align your pitch to your secondary segments' needs.*

# Exceptional Engagement Made Easy

Now go forth and use emotion to get a better ROI from fun, memorable and resonating attendee experiences.

Make your next trade show as exciting as a robot doing salsa by using the 5 E's of engagement:

1. End Game
2. Energy
3. Empathy
4. Education
5. Emotion

Do this and every precious minute spent on the show floor will count towards success. Hungry for further insight into these powerful engagement methods? Get a free consultation with our team to create an exciting attendee engagement experience at your next trade show event.

## Activity 8: Take your Exhibition Performance Scorecard

For a holistic view of your performance, simply answer the 40 multiple choice questions, which will take no longer than 10 minutes, to receive your results and recommendations.

The Exhibition Performance Scorecard benchmarks your current exhibition performance against our proven blueprint for exhibiting success. The scorecard identifies key areas of strength and weakness with recommendations on what you need to work on to drive greater return on investment.

**Discover how your exhibition strategy, preparation, execution and measurement stack up today.**

Lean on our expert advice and support to identify areas of improvement, elevate your exhibiting performance and make your next exhibition a golden investment.

**Take the test now.**

## Contact Us



[www.expostars.com](http://www.expostars.com)



[info@expostars.com](mailto:info@expostars.com)



+44 161 834 9478

## Follow us



© Copyright 2020 Expo Stars Interactive Ltd