

The “Business” of a Business Expo

Business Expos create opportunities to tell your story to visitors and other community members, but how can you make the most of your experience?

KNOW YOUR AUDIENCE

Understanding your customer’s needs/wants is the first step in knowing your audience. Define your target market and seek to create an environment (booth space) that will attract those specific customers. Identify who the person wandering down the aisle that you want to build a relationship with – both new and existing customers. What about business-to-business marketing opportunities? Is there a product or service that you offer that appeals to the other exhibitors, if so how can you tell them about it? Consider a special drawing, incentive, or other information to encourage them to consider your company. Look for opportunities where you and community members could collaborate, create packages, and advertise or market your businesses more cost effectively by combining resources.



Life is all about Strategy.

SET “SMART” GOALS



Goal setting is a valuable process in figuring out how best to market yourself, your business, and how to most effectively use resources. SMART (*Goals that are strategic and specific, measurable, attainable, results-oriented, and time-bound*) Goals are best. Ask yourself:

- Why am I a business expo exhibitor?
- What do I hope to accomplish?
- How will know when I’ve reached my goal(s)?



STAY OPEN TO POSSIBILITIES

Even though you’ve created a “road map” of the customer you want to attract and set goals seeking to target a specific audience, don’t close yourself to new ideas and possibilities. Listen closely to the questions people ask. Are they looking for a product or service that you don’t currently offer, but could in the future? Do they “assume” you are something other than what you are trying to present – ask them or try to figure out why they got a different impression than the one you were meaning to send. Watch the behavior of your visitors – where do they gravitate, what do they avoid?

Don't get “behind” . . . PLAN AHEAD for next time



Be sure to take some pictures of your booth so that when the expo is over, you can have them with you when you take time to reflect and compare your results to your goals (if you didn’t set any goals, then this part can be a real challenge!). What did you decide was important – and did it work like you hoped? Why or why not? Learning happens when we take time to reflect, process, challenge assumptions, and ask our selves questions.

