



NEWSLETTER

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Welcome to our Fall Newsletter

The fall trade show season is off to a great start. Show managers and exhibitors are showing a heightened sense of optimism. This in spite of a credit crunch in the US, increasing unrest in the Middle East and tighter restrictions on our travel plans. We seem to be adjusting to the adversities in the world and going about our business as usual. We at ITMC are excited about some new developments here. We have a new web-site and hope you will pay us a visit. We have a number of new programs to offer and are aggressively looking to expand our ability to help you achieve success from your exhibit program. As always, we welcome your suggestions.

Barbara Siskind, Marketing Director

Feature Article by Barry Siskind

The six people you are likely to meet at a trade show

Exhibit marketing is all about meeting customers, clients and the public in a face-to-face environment. Your physical display as well as your booth staff's skills need to be well honed to capture the attention of people in your target market group. Knowing who these people are is the first step. The next job is to develop a strategy for handling each booth visitor. Here are six profiles of potential booth visitors:



Edgar Dunn

Edgar has a real and immediate need for your product or service. He is ready to make a decision that is compatible with your sales cycle, has the authority and the resources to act.

Edgar is a clever chap. He wears many disguises. Sometimes Edgar fits your customer profile to a tee but sometimes he looks quite the opposite. The trick is not to let Edgar fool you by his clothes, grooming or personal style. Treat every booth visitor equally and in the first few minutes see if you can identify your real Edgar's.



Emma Hope

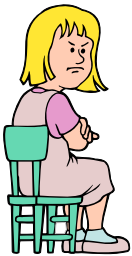
Emma and Edgar act the same. She has a need for your product, service or information. She has a position of authority and the resources necessary to implement a decision. But here's the catch - Emma is not ready to make a commitment now or anytime within your sales cycle. Emma has long-term potential which is better dealt with when you have more time - after the show.



Louis Fatale

Emma has a close cousin named Louis. Louis is an amiable fellow who shows a keen interest in your offering. He nods his head in agreement, says all the right words and is willing to listen to anything you have to say. The bottom line is that Louis lacks potential. He can't use your offering now or anytime within the foreseeable future. Don't waste a lot of time with Louis. Disengage professionally and continue to look for people who can take advantage of your offering.

Ally is a sensitive person. Her temperament is a learned response. She has met many boothers who have simply rebuffed her and assumed that just because she doesn't make the final decision she has no worth.



Ally McMate

Ally is a sleeping tiger. Wake her up abruptly and she will attack. But a gentle nudging and Ally can become a great friend who is willing to help you in many ways such as referring you to real buyers.

Zelda asks lots of questions. But the reality is that Zelda has an ulterior motive - employment.

Trade shows are a rich quarry of potential employers. For those in the job market, walking a show can save countless hours of frustration sending unsolicited résumés or answering advertisements that attract hundreds of applicants. So, armed with her questions she approaches. Refer Zelda to your HR department or if your company is not hiring, tell her.



Zelda Post

Moe is the last of our players. Moe comes in many disguises. Moe can be the spouse of a delegate, someone coerced into attending the event by a friend, a fellow exhibitor or simply someone who doesn't get out much. While a conversation with Moe can be fun and fill up slow show hours, continuing the conversation leaves you engaged in conversation you may not be able to break away from when a real prospect shows up. The strategy is to disengage early in the conversation.

Before you participate in any show or event know the people you will meet and develop a strategy for handling each type.



Moe Lassis

Guest Article by Shannon Smith

The Power of Your Personal Brand!

Humans think visually! The saying "I hear what I see" is true. A UCLA study proves that 85% of all decisions are made with our eyes.

Whether you like it or not, the personal brand you project affects other's decisions as to your intelligence, character and ability and determines whether or not they want to do business with you. The way you dress (and act) has a remarkable impact on the people you meet professionally and socially. This greatly affects how they treat you. Clients have told me that they have lost promotions, deals have fallen through, memberships were denied and friends have disappeared because they dismissed the importance of personal packaging (their personal brand).

If your personal brand (image) is not professional, congruent and attracting, you will be passed over - guaranteed. Therefore, to be competitive, to have a greater influence on others, attract more business and be more successful it's critical that you pay greater attention to "personal branding."

Before you sell anything..... your product, company or service you sell yourself first!

Shift the balance of power in your favor..... when you brand yourself you are perceived to be more desirable and in demand. Brand Status increases the bottom line.....both personally and corporately.

We not only pay more for those who are perceived to have a brand such as CEO's, lawyers or architects, we put a higher value on their property. As an example Sotheby's sold Jackie Kennedy's costume jewelry earrings by Kenneth Jay Lane for \$28,000.

Take large, successful companies for instance. They understand the power of branding a product. They spend a lot of time, money and energy to create a brand that is eye catching and appealing enough to sell their product through to market. They want to ensure that the buyer builds a strong connection with that brand.

Now think of yourself as A COMPANY OF ONE. How much time, money and energy have you spent in developing a personal brand that is unique enough to sell through to your market?

An individual who has a well-defined personal brand has more status and a tremendous advantage over the competition in the market place. Whether it's social or business, when you are well branded you are pre - sold, giving you a huge advantage over others selling themselves.

To get someone interested in you, just give away a few pieces of info. You want to tease them and whet their appetite. In the beginning it is simply style over substance.....substance comes later. Perception is reality.

Perhaps like many of the individuals I work with, you have not even thought about how you are being perceived. Can anyone leave something as important as their most valuable asset to chance?

We know that in the current economy, competitiveness has increased dramatically. Business has become more serious and conservative - not only in attitude and business attire (the suit has returned to corporate America) but in etiquette and manner as well. Even though intelligence, experience and education count, those who do not possess the all important "soft" communication skills are simply not being hired. It is the whole package that counts.

The hallmarks of successful individuals in a fast paced global marketplace are their confidence, manners and poise. Mediocrity is dead -----and it's about time. It's no longer acceptable to dress inappropriately or do business with the wrong fork. There is a return to formality, elegance, manners and sophistication. It's evident in what's happening all around us. People are getting dressed up again and dining in fine restaurants. We are entertaining clients and being entertained as well.

It's been my experience that when an individual understands the power of perception that individual will make the changes necessary to ensure that he or she communicates more effectively through the power of his/her personal brand.

We all know that when we look good ...we feel good! It's only natural that we will attract more of what we want in our lives. Be a smarter marketer....to attract the best, you need to be the best!

Tom Peters, author of In Search of Excellence said it best:

"You either create a brand that is distinct.....or you become extinct."

Shannon Smith is the leading image strategist and founder of Premiere Image International based in Toronto and New York. Her book Power Manners can be purchased through www.powermanners.com

Barry Siskind's new website

Barry has just launched a new website with lots of new information. Listen to Barry's "Double Your Trade Show Results Guaranteed" program, read one of several new articles, download a copy of his Lead Card template, request his Exhibiting Diagnostic or email Barry your questions.

If you are a supplier to the exhibit industry and want to be part of our associates program in our Resource Centre, e-mail barbara@siskindtraining.com for details.

Going Green

The Direct Energy Centre and Centerplate in Toronto, Canada are committed to implementing measures that reduce waste, conserve natural resources and respect all species in order to become better stewards of land, air and water. In conjunction with the opening of the Green Living Show, Centerplate launched a compostable packaging recycling program which included compostable hot and cold cups, lids and straws, plates, napkins, utensils, salad packaging & dressing containers, and wraps & sandwich packaging in all of the venue's concession stands. The Direct Energy Center

complemented the additional recycling efforts by rolling out a new 4-stream recycling bin which can accept paper, plastic & cans, compostable food waste and litter. Congratulations to the Direct Energy Center on this initiative.

TSEA Ontario Chapter Update

Our next TSEA Ontario Chapter educational meeting will provide specific tools for planning and evaluating participation in trade shows using audits and research. No matter the industry, today's event and exhibit managers need better information to make strategic and tactical decisions about the shows choose to exhibit in. Today companies are demanding better measurement of marketing initiatives and expect definitive results linking marketing dollars spend to business results.

In Glen Hansen's one hour presentation entitled Tools and Tips to Maximize and Measure ROI at Trade Shows, he will focus on key issues that are important to exhibitors including:

- Taking the guess work out of your trade show decisions,
- Understanding Exhibitor Decision Making,
- Identifying key metrics to determining a show potential for your company, using Audited Data
- Evaluating a show's potential with demographics,
- Determining attendee interest and intent,
- ROI Calculator, eliminating guesswork with a proven formula for determining potential ROI,
- Size and Staffing, how to determine the booth space and personnel that will maximize your target reach,
- What works and what doesn't,
- Understanding Metrics: What tools are available and which apply to your unique situation.

About the Presenter:

Glenn Hansen is President/CEO of BPA Worldwide, the global provider of audit solutions for media companies, show organizers and their advertising, advertising agency and exhibition customers.

He served on Honorary Committee of the IAEE establishing standards for auditing exhibitions and events which lead to the creation of the Exhibition and Event Industry Audit Commission (EEIAC). He also serves on the International Standards Organization's Technical Advisory Group for exhibition measurement standards.

Where: Metro Toronto Convention Centre, North Building, Room 103

When: November 21, 2007

Time: 9:00am - 11:00

There is no charge for this presentation

RSVP: barbara@siskindtraining.com

If you have any questions, please call Barbara at 416-783-5200

If you'd like to learn more about TSEA please visit their website at www.tsea.org.

Quiz: Are You a Stage Four Boother

Working a booth is different than working anywhere else. Those who understand the unique challenges and hone their skills are heads up over their competitors. The development of a boother is an evolutionary process. It starts at Stage one and moves through to Stage four. The closer to Stage four you get the higher the return on your show investment. Take the following test to determine where you fit.

1. When an attendee approaches and asks you a question, you use a prepared presentation to answer.
 True False
2. Your conversation with attendees is friendly and will include chitchat about things you have in common.
 True False
3. You sometimes get stuck with an attendee who won't leave.
 True False
4. You find using promotional products and literature a good way of engaging attendees in a conversation.
 True False
5. You enjoy the camaraderie that develops among your booth mates.
 True False
6. As long as the prospect keeps asking questions you continue to answer them.
 True False
7. You ensure that you give attendees as much information about your products and services as possible.
 True False
8. You treat every attendee as a potential buyer.
 True False
9. It is better to wait until an attendee asks a question so you will not appear pushy.
 True False
10. Getting the attendee's business card is a must for your post-show follow up.
 True False

How did you do? If you answered true to two or more of these statements then your booth skills need some work. However if most of your answers were false, congratulations, you are well on your way to realizing the rewards that a show holds for you. In order to do your job properly you need to hone your booth skills to this unique situation. Boothers need to understand the four essential elements to the presentation cycle which include engaging, gathering information, presenting and disengaging.