

Plan stratégique pour optimiser sa participation aux salons professionnels à l'étranger

Chambre de Commerce Enterprise Europe Network -
Luxembourg 22/03/2012

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20 minutes pour que vous puissiez comprendre les atouts du média « foires et salons » et disposer d'une check liste pour optimiser la mise en œuvre de la stratégie de votre entreprise au travers de ce média.

Agenda

0. Who is PH
1. FEBELUX
2. The right exhibition is the only marketing medium that...
3. Twenty one goals
4. Preparing the show
5. What to do at the show
6. After the show
7. Repeat after me 😊

1. Febelux

- Association for the live communication industry
- PIN :
 - Promote
 - Intern
 - Extern
 - Lobbying
 - Inform
 - Network
- 100 Members
 - Luxexpo, Salon de l'auto, Fisa, Batibouw, PEB Brussels Expo, Flanders Expo, Foire de Libramont,....
- Economical impact in Belgium : 2,4 billions €

2. The right exhibition is the only marketing medium that :

- Ever see one of your print ads turn a hardened sceptic into an evangelist ?
- Ever see a radio spot absorb an objection and turn it into a sale ?
- An exhibition is not only a media it's a POS

2. The right exhibition is the only marketing medium that :

- Brings together :
 - Suppliers
 - Buyers
 - Purchase influencers
 - Consultants
 - Media

2. The right exhibition is the only marketing medium that :

- Brings your most active prospects + active buyers and customers to you
- Allows you to demonstrate products, answer questions, overcome objections and meet face to face !
- Harnesses all five senses to drive home your message
- Build relationship with your customers and prospects

2. The right exhibition is the only marketing medium that :

- Allow you to further virtually all of your marketing goals at the same time :
 - Long term brand building
 - Immediate sales
 - Researching the market
 - Generating media coverage
 - Launching new products
 - Entertaining loyal customers
 - Educating prospects
 - Collecting high-quality leads
- => **IN A MEASURABLY COST-EFFECTIVE WAY**

3. Twenty-one goals !

- Sales :
 1. Generate sales leads
 2. Make direct sales
 3. Build a contact database
- Customer Relationships
 4. Build relationship with current customers
 5. Educate customers
 6. Upsell and cross-sell customers
 7. Collectt customer testimonials
 8. Re-sell lapsed customers

3. Twenty-one goals !

- Market Research
 9. Market test a new product
 10. Research your marketing campaign
 11. Test market awareness and perceptions
- Brand building
 12. Create or raise market awareness
 13. Position or re-position your brand
 14. Educate by demonstrating
 15. Boost financial analyst / investor perceptions
 16. Develop new markets

3. Twenty-one goals !

- Channel Support
 - 17. Identify and recruit new distributors or partners
 - 18. Support your current sales channel
 - 19. Build your reputation as a partner
- Media Relations :
 - 20. Get on the media radar / generate coverage
 - 21. Build relationships with key editors and journalists

	STRATEGIC GOAL	SUGGESTED METRICS	NOTES & SUGGESTIONS
P i e r r e	Sales 1.1 Generating sales leads 1.2 Direct sales 1.3 Building contact database	<ul style="list-style-type: none"> • Number of A, B, C leads, etc. • Orders taken/Revenue • Number of new contacts 	<ul style="list-style-type: none"> • Use quality rating system; [See page 12] • Use your sales conversion rate to measure value of leads • At show, and in following weeks and months • Don't forget lifetime value of new customers • Use quality rating
H e r m a n t 2	Customer Relationships 2.1 Building relationships with current customers 2.2 Educating customers 2.3 Upselling/Cross-selling customers 2.4 Generating customer testimonials 2.5 Regaining lapsed customers	<ul style="list-style-type: none"> • Number of customers met & recorded • Number of 'update' sessions held • Number and value of sales to customers • Number and quality of quotes won • Number and value of lapsed customers met 	<ul style="list-style-type: none"> • You might pre-determine a desired action [e.g. a demonstration] for customers • See 1.2 • Follow & record successes
6 / 0 3	Market Research 3.1 Test marketing a new product or service 3.2 Test marketing campaign or offer 3.3 Researching brand awareness/perception	<ul style="list-style-type: none"> • Number & quality of feedback sessions • Number & quality of feedback sessions • Number & quality of feedback sessions 	<ul style="list-style-type: none"> • Survey form? Questionnaire? • Test a different offer each day?
/ 2 0 1 2	Brand Building 4.1 Building brand awareness 4.2 Positioning/re-positioning brand 4.3 Demonstrating benefits 4.4 Boosting financial analyst/investor perceptions 4.5 Developing new markets	<ul style="list-style-type: none"> • Number of *gross impressions at, during, after show • Number and quality of seminar/demonstration attendees • *Gross impressions of specified message delivery • Number and quality of seminar/demonstration attendees • Number and quality of seminar/demonstration attendees • Editorial coverage in financial press • Number/quality of contacts from new market 	<ul style="list-style-type: none"> • Calculate equivalent value of these impressions if bought as advertising • Beyond 'logo viewings' • Including new sector or country
	Channel Building 5.1 Finding new distributors/partners 5.2 Supporting current sales channel 5.3 Building your reputation as a partner	<ul style="list-style-type: none"> • Number/quality of partners met or signed up • Number of dealers/partners met • Number/quality of prospective partners met 	<ul style="list-style-type: none"> • Consider likely lifetime value
	Public Relations 6.1 Generating editorial coverage 6.2 Building relationships with editors and journalists	<ul style="list-style-type: none"> • Column inches/broadcast minutes gained • Number of editors/journalists met 	<ul style="list-style-type: none"> • Pre-, during and post-show • Calculate equivalent value of these impressions if bought as advertising • Quality of interaction

4. Preparing the ground

- Set specific goals
 - Focus on your most important goal
 - Establish specific, measurable goals !
- Plan the stand to meet the goals
 - Location, design and activities
 - Kind of staff (top manager ? Technical staff ?)
- Tell people why they should visit your stand
- Make the most of pre-show PR and advertising
- Don't forget sponsorship opportunities
 - You pay (talk to the organiser)
 - You are paid / co-financed
- Train your show staff
- Use the web

5. What to do at the show

- Brief your stand staff each day
- Spend the optimum amount of time with visitors (right people /right amount of time)
 - AREA
 - Attract
 - Reject / Filter
 - Explain : get straight to the benefits + demo + case + close
 - Appointment or details for follow-up

5. What to do at the show

- Speak fluent body language
- Focus on your key targets
- Classify all leads
 - A. Large order, ready to buy
 - B. Small order, ready to buy OR large order longer time frame
 - C. Small order, longer time frame
 - D. Send littérature or add name to database
 - E. Other ex: press, salesman,...

5. What to do at the show

- Earn media coverage
- Keep it all business

6. After the show

- De-brief =
 - Hold an instant de brief
 - Write a quick topline report
 - Keep the books open
 - Consider long-term value of new business
 - Write a final report
- Measure your results

6. After the show

- Track the leads
- Follow up all contacts
- Send a mailing to all show visitors
- Follow through on all press releases (post show review)
- Reserve a place for next year !

7. Repeat after me....Exhibition are effective for :

- Personal selling to potential buyers
- Building prospect databases
- Building relationship with existing customers
- Educating the market
- Generating sales lead
- Demonstrating products or services
- Generating media exposure
- Building brand awareness
- Launching new products
- Positioning company as market leader

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Ai-je respecté mon engagement ?