

Top Tips No13

## Use psychology at exhibitions for better ROI

These tactics will work – try them.

Before an event, email and also mail the people who have pre-registered to attend. Keep the message very short. Use one key phrase as the headline. It must have impact and be memorable. In doing this you place a residual memory of your organisation in the mind of the recipient. On your stand, use the same key phrase as a big headline, easily visible from a distance. Anyone who received your letter and/or email who passes the stand will believe they know your organisation (even if they don't remember how) and feel compelled to stop.

Consider running a Seminar or Presentation at the event. Either as a planned part of the programme or on your stand. Giving talks suggest authority. This elevates your organisation above other exhibitors. Your stand becomes one that attendees will notice. And guarantees a higher % will stop to find out more.

The golden rule of display stand effectiveness is clarity of message. But to increase interest even further, use the graphics to ask a big question. Make the question provocative. On the stand, fill a leaflet dispenser marked "The Answer". You will be amazed how many people will just have to take one.

Always use a "hook" to draw people to the stand. Most of us are resistant to being sold. But once engaged in the process can become interested in the product or service. The hook works best when it appeals to our sense of fun or if there is something of personal gain to be had. Think: leisure, fun, free or far-out!

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