

INAGE
experiential

10
Bite Sized
Tips
for Effective
Event Marketing



Consider if you should exhibit?



It might seem obvious, but we do see brands trying to make event marketing work for them, when it's really not the right medium.

We're always honest if we feel alternative approaches, events or even entirely different marketing channels are a better option for our clients.

You can start to do this yourself by considering things like; whether your competitors exhibit? Why do they, or don't they? Is there strategic value if you exhibit? Importantly, is this value also present for your target market? Does your product or service lend itself to an exhibition or

event? Are you prepared to invest in events to achieve the right results?

Even if a larger exhibition or trade show is not the right call, it could be that a roadshow, more intimate local event, open day, tour or hospitality event is better. In any case, events should be well considered, planned in context with wider strategy and never rushed to give them the best foundations for success.

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Your team is incredibly helpful & friendly, they go above and beyond from design to build & made things much easier in a complex project.

EVENTS & POS MANAGER, NATURE'S MENU



Nature's Menu - Pet Industry - Crufts 2022

Choose the right events

There's a smorgasboard of events to choose from. The challenge for savvy marketers is choosing the right ones & for the right reasons.

Ensure your events have a clear place in wider marketing strategy. For example, knowing your event is supporting top of funnel brand awareness might lead you to consider different options versus lower funnel functions or a specific focus on niche market segments.

This strategic clarity also helps avoid vanity metrics clouding your evaluation of events. Certainly ask the organiser for reports

on footfall, demographics and advocacy, but ensure these are viewed in the context of what your business needs to achieve. You should also pay attention to how the organiser responds to your queries and ensure you feel valued and supported throughout. Poor pre-show support is a big red flag.

A great tool can be asking your target market about what they'd like to see from you at events and of course, asking them which events they attend. Have some loyal customers? Great, use their insights to help you remain market oriented in planning your events & exhibitions.



Barenbrug - Turf & landscaping - SALTEX 2022



Set smart objectives for your events



Smart objectives make for smarter planning and greater success across events. In our experience, events reward the well planned exhibitor.

Setting out clear objectives in your event planning helps to structure the entire process around real results for your business. One or two key points are typically more effective than 10 varied objectives. It's also worth remembering that events are a tool in service of your marketing. Using them should be getting you closer to your key strategic goals. Don't treat events as a separate snack but part of the full marketing menu.

We like the 'SMART' framework for objectives, forming 'Specific'; 'Measurable', 'Achievable (& of course Aspirational)', 'Realistic' & 'Time-Bound' objectives. Events can be a bigger budget channel, so being clear about what they deliver helps support the role of events in effective marketing and the credibility of those justifying events as part of their marketing tactics.

A word of caution on 'measurability'. With a popular metric like ROI, events can quickly look scary, especially if viewed only in the short term. We try to promote the idea of 'ROO' or Return on Objectives, which allows clients to consider the broader and longer term benefits of events & exhibitions in addition to shorter term effects.

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We really like how you guide us with advice without being pushy, it means we see issues before they arise and can enjoy our events being successful with proper support we can trust.

MARKETING MANAGER, HDI GLOBAL



Don't keep your budget a secret

Whilst money talk might make some uncomfortable, it's a central part of any marketing and it's best shared at the start.

Secret budgets are rarely a good start for any project. Scaling responses to expectations becomes near impossible and often it leads to spending more money with a scatter gun approach. Sharing your budget gives creatives and collaborators like us a specific space to aim for in our responses. Better yet, the numbers won't be scarily high or stupidly low.

Knowing your budget helps us zoom in on the right approach to suit your spend and also serve your (smart) objectives best. Events are not necessarily a cheap medium, but they can be approached at different scales and points of entry. So don't be shy when it comes to sharing what you want to spend, you might be surprised what you can achieve.

In our work we aren't bound to a single system or stand design and pride ourselves on the ability to scale services to a range of sizes, sectors and spends. We'll always be honest about how far we think a budget can stretch and even provide consultancy advice on budgeting for your marketing to help plan your annual budgets in advance.



Aviva - Insurance & Finance - BIBA 2022



Aim for design that's multidisciplined



Good creative is a key multiplier of marketing effectiveness, but events certainly add some complexity to this equation.

It's rare you'll find brand guidelines that contain reference to 3D environments like exhibitions stands. Usually that's because events are atypical and demand an understanding of branding, graphic design and practical requirements to translate a brand into live events.

A good designer will look for a brief that outlines your objectives and budget first. Generally our advice is to avoid starting with a 'shopping list' of items

which can be restrictive. Instead we advocate a collaborative approach to share an understanding of your brand, your target market, your aims for the space and then the more functional details. This allows the best blend of expertise, combining the freedom to be creative with the aims central to success.

Professional design will often be 10-15% of the overall budget, but is a

valuable investment. A key strength to look out for is a clear connection between creativity and practical delivery. Our co-located studios and workshops keep this central to our approach and ensure the stand signed off at design stage is exactly what you'll see on site without any nasty surprises!

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The quality of the finish was fantastic, and the design of the stand really made us stand out... the whole process was extremely smooth. Overall the exhibition was a great success for us with a lot of positive comments.

PET CATEGORY DIRECTOR, BESTPETS



With event planning, timing is everything



The immovable deadlines of events mean delivering on time isn't optional. Planning around this timetable keeps events less stressful & more successful.

Marketers, brand managers and business owners are already splitting their focus... and we know events are demanding. Leaving time to achieve your ambitions is not only sensible and less stressful, but usually means events are delivered more successfully.

Typically we'd advise beginning your event planning no later than 3 months out from the event. This gives ample time to identify, cost and

confirm things like site services, logistics and of course graphic finishes and stand features. Any later and it opens you up to more stress, higher spend and more likelihood that something will be forgotten. Events demand an extraordinary level of attention to unlock their benefits. It's worth it, but it's often a surprising amount of work, especially for those used to other mediums.

Our aim is to give you back the focus on your own business, taking care of all the logistics and project management for you. To do this effectively, we still need time. The more time the better and we always like early birds asking our advice for events even a year in advance.

Norwich University of the Arts - Brandspace 2021 - ongoing



Remember your pre-show positioning



Events can be effective, but we know they aren't a magic bullet. Lining up strong pre-show positioning and promotion puts you ahead.

You might have heard the expression 'build it and they will come'. Well, when it comes to events & exhibitions, that's a quick way to feel pretty disappointed. Events are always part of a bigger picture, part of a wider marketing mix, so remember to use these wider tools.

Engaging a multi-channel approach to marketing is a strong multiplier of effectiveness, and in events it's no different.

Using other tactics to promote your event plans and what your audience can expect is a great way to elevate your success from the start.

At the simplest level this might just be telling people you're there. We often say if you don't invite your clients & prospects, your competition will. Be visible and draw on the strengths of other marketing

channels to drive awareness of your events presence. You can even link up events and other channels with an element of interactive competition, an exclusive invitation or even an integration with CRM tools. Creative and consistent pre-show positioning can power up even the smallest event!

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Working with you for over a decade, we've never been disappointed in how you support our team & know what you create will always hit the mark for our team and visitors at the show.

MARKETING DIRECTOR, TSO/WILLIAMS LEA

TSO / Williams Lea - Publishing - London Book Fair 2022



Setup stand staff for success, not just selling



People. They make or break events on both sides of the stand. Making sure your team is well prepared and welcoming ensures a warm reception for guests.

All the captivating design in the world won't make up for a frosty or aggressive reception. The people facilitating your event really will be central to the experience of your clients.

Curate a team of strong informed communicators ensuring that the expectations of them are clear and the objectives of the event shared. Encourage openness and genuine enthusiasm. Smile. No really, it makes

a difference and helps capitalise on the face to face connection that events help to create. Warming up leads with real people is a powerful tool, so make visits entertaining and memorable.

Keep your team fresh with a rota, allowing for ample breaks and avoiding eating or drinking around your guests. Overcrowding can also be a bit intimidating

and a waste of valuable footprint, so our rule of thumb is 3m/sq per staff member.

Extend your staff setup to pre-show prep and post-show follow up. This helps keep everyone on the same page and gives personal connection greater depth across the lifespan of the event.

Hubbard Products - Transport & Logistics - TCS&D 2022



Capture leads with layered data



Events aren't just a blunt instrument, but nor are they complex dashboards of data. Link lead capture to your objectives to fast track a strong follow-up.

As digital marketing tools get ever smarter, the step to events can be jarring for those used to 'by the minute' metrics. Events aren't usually the place for waves of granular data, but that's not to say valuable data isn't up for grabs.

Event tech has evolved to include all manner of data capture, from barcode scanning and laser pens to footfall heat maps and geo-locational tagging. This can look impressive, but we still

need the right layers of context to collect data correctly. For example, someone who just came for a free coffee and sit down but still got zapped with a scanner isn't likely to be relevant. However, a qualified lead who spoke to staff whilst sipping their complementary cappuccino is probably a good one to get scanned in...and remember to note down personal

details and what was discussed. You could even use integrations to send personalised digital literature, add contacts to your CRM and personalise the on-stand experience.

Whether barcodes or business cards, keep your data capture informed and it'll be a far more useful addition.

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Thanks again to the amazing team for such an incredible build and, as always, perfect professionalism! We look forward to working with you again soon.

BRAND DIRECTOR, NATUREDIET

Naturediet - Pet Industry - Crufts 2022



Follow-up for the win

Effective Events

TIP

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It's crucial to capitalise on your hard work and investment in an event with effective follow-up after the show.

Breathing a collective sigh of relief after you've finished an intense period of exhibiting is understandable. It's hard work after all. But don't forget the hard work isn't over yet, and hopefully you've pre-planned your post show efforts, including a follow-up while leads are still warm.

In prepping your staff, you should have also developed a plan for this follow-up and have a

clear idea of where your event data is stored... a dark cupboard or forgotten spreadsheet is not the answer. Use your multi-layered data and personal conversations to make your follow-up meaningful. The beauty of connections at events is their warmth in comparison to other mediums, so don't let them go cold and ensure subsequent contact is timely.

It's also important to celebrate your efforts, continue to engage with the event afterwards, voice opinions, advocate it, improve it. Not only will this make your events better, but also advertises it to other prospects ready for next time.

Crisp Malt - Food & Drink - BrauBeviale, Nuremberg 2022

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For over 30 years our team of designers, marketers, creators and craftsmen have combined the unique elements that make the way we deliver events & experiences pretty extraordinary...

**Pop-Up Shops
& Retail**

**Brand
Experiences**

**Exhibition Stand
Design & Build**

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