

Managing Stand Personnel



“People spend money when and where they feel good”
- Walt Disney

Creating A People ‘Feel Good Factor’ Is Far More Likely To Create Brand

Recognition At The Show And After The Show

All too often we see beautifully executed stands that tick all the boxes for professional, creative design with stand personnel sitting talking to each other or engrossed on their mobile phones, totally disinterested in engaging with the audience. **We can 100% guarantee that these exhibitors will report that they have not had a successful show!**

- **You have a window of opportunity to develop your business and make sales, so, managing the right people to represent your company is the most important task you have.**
- **Impressions of your business are created not only by your stand but by your stand people**

How To Make Visitors To Your Stand Feel Good

- Offer a friendly smile
- Leave visitors to absorb your offering, don't pounce
- Approach and make a suitable remark such as 'have you visited Portugal?' 'which type of chocolate do you prefer?'
- **Avoid CAN I HELP YOU?** – this will inevitably lead to 'NO THANK YOU'
- Qualify the visitors interest and suitability. It is advisable to role play scenarios in advance of the exhibition with team members. Questions could include: who they work for? what they do?, why have they come to the exhibition? Not everyone will be relevant to your company today but could be relevant tomorrow so never dismiss anyone
- Introduce visitors to members of your team by name and title. Clearly identify the team member best placed to advise them and why and then move away
- If you are busy dealing with an existing visitor, smile or nod to acknowledge the new visitor
- Speak to everyone who comes on the stand and never turn your back to the gangway
- Acknowledge your appreciation for the time the visitor has taken to come to the exhibition and your stand
- Always take visitors details. Scan or photograph their badge or ask them to register their details with your branded pen and then give them the pen to take away
- Reward interest. Giveaways are useful means of rewarding interest and increasing brand exposure. The level and value of the giveaway should reflect the importance you have placed on their enquiry. Low level interest giveaways: Pens & Confectionary. High level qualified important leads could receive a branded bag complete with information and a branded gift. Be creative & fun!
- Keep stand staff motivated, hydrated and engaged. Factor in breaks and outdoors time
- Avoid a team night out during the show. Staff smelling of alcohol or visibly unable to perform their duties are not a good representation of your company
- Avoid including anyone on your team who does not want to be there or doesn't agree with the company's participation at the event. Their disinterest and negative attitude will be conveyed to visitors and other team members. Remember not everyone is suited to or likes exhibition sales.
- Arrange a debrief after Day One. The temptation maybe to get to the bar or hotel as fast as possible but recapping will focus on anything that needs to be done prior to the show opening the following day
- A happy, well organised, productive team will wow visitors with their positivity and enthusiasm

Behaviors To Avoid

Chewing Gum
Drinking Alcohol (Even if it's free, wait until after the show)
Dressing Unprofessionally, or Forgetting Your Name Tag
Facing Away from the Floor
Eating
Fidgeting or Overuse of Hand Gestures When Conversing
Sitting, - Unless You're Meeting with a Client
Talking on a Cell Phone or Texting

Idle Chit Chat with Team Members
Talking Too Quietly or Too Loudly
Arguments Between Team Members
Personnel Leave Stand Unmanned
Personnel Arrive Late, Leave Early
Inappropriate Dress

People Checklist

- What brand, product, technical expertise is required?
- Who in your organisation meets all your requirements & are they available?
- Has the purpose and objective for exhibiting been communicated with them?
- Do they know what their role will be?
- Is there a tasks and responsibilities plan to avoid 'I thought you were doing that?'
- Are they happy with the function they have been asked to perform?
- Have they been involved in project briefings?
- Has an exhibition schedule been developed?
- Has accommodation & transport been booked?
- Do they know how to get there and where your stand is?
- Do they require uniforms or badges?
- If they are responsible for delivering items do they have the means to do it? Trolleys?
- Has a briefing sheet been communicated to all stand personnel?
- Has a stand risk assessment been undertaken for the stand live days?
- Are stand personnel aware of venue emergency and evacuation procedures?
- Has a daily expenses allowance been agreed?
- Does a team member have the means to make a card payment for any extras onsite?
- Is there an incentive scheme in place for enquiries & orders?
- Is there a post show follow up plan and are staff available to action the plan?

Choose The Right People

It is important that those who represent your company at the exhibition are helpful, courteous, well presented and have a professional demeanour.

- Your stand personnel must be chosen carefully based on their knowledge of the company's products and services.
- Goal orientated personnel work well on exhibition stands. Ensure all personnel have at least one personal goal they need to achieve. Goals & incentives increase accountability, productivity and motivation.
- Choose the right Stand Manager. This team leader is key to creating a fun, positive environment. They will need to have impeccable organisation and people management skills to deliver a successful event. Always have a fully briefed Number 2 on standby.



GET IN TOUCH

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