



# **Event Management: Principles and Methods**

**Study Material for Students**



## **: Event Management: Principles & Methods**

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### **CAREER OPPORTUNITIES IN MEDIA WORLD**

Mass communication and Journalism is institutionalized and source specific. It functions through well-organized professionals and has an ever increasing interlace. Mass media has a global availability and it has converted the whole world in to a global village. A qualified journalism professional can take up a job of educating, entertaining, informing, persuading, interpreting, and guiding. Working in print media offers the opportunities to be a news reporter, news presenter, an editor, a feature writer, a photojournalist, etc. Electronic media offers great opportunities of being a news reporter, news editor, newsreader, programme host, interviewer, cameraman, producer, director, etc.

Other titles of Mass Communication and Journalism professionals are script writer, production assistant, technical director, floor manager, lighting director, scenic director, coordinator, creative director, advertiser, media planner, media consultant, public relation officer, counselor, front office executive, event manager and others.



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### **INTRODUCTION**

The book introduces the students to fundamentals of Event Management. Today event management is a part of our everyday life as we see big events taking place everywhere. It is all around us. Thus, Role & importance of exhibitions are discussed in the book. The book also discusses the Role of the Press in promotion of an event. The book further deals with Uses & Abuses of the trade fair.



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### **SYLLABUS**

#### **Event Management: Principles and Methods**

1. Role & importance of exhibitions
2. Objectives of the exhibition
3. Advantage of exhibition over other devices
4. Importance of direct contact
5. Choosing the right exhibition - Where to participate
6. Why exhibitions sell? Concept of neutral territory *P32*
7. PR for an exhibition
8. Role of the Press in promotion of an event
9. Publicity inputs or visible aids for promoting an event P 48 21
10. Print & Display material
11. Stand Design
12. Trade Fair: Uses & Abuses *P34,55*
13. Gauging Cost Effectiveness *P43*



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**PTUDEP SYLLABUI-BOOK MAPPING TABLE**  
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4. Importance of direct contact 5. Choosing the right exhibition - Where to participate 6. Why exhibitions sell? Concept of neutral territory	Unit 2 Pages 32-42		
7. PR for an exhibition 8. Role of the Press in promotion of an event 9. Publicity inputs or visible aids for promoting an event	Unit 3 Pages 32 to 47		
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UNIT 1. Event Management, Given here is a list of the varied events, Marketing Tool, Services of Event Management Company, E Manager, Event Management as an Industry, Career in EM, Organizing a Media Event, eleven key steps for organizing a media event, What is the Media Kit?, Web Sites, The Promotion Schedule Planning a Promotion Campaign for an Event, Exhibitions	Unit 1 Pages 7-32
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# EVENT MANAGEMENT: PRINCIPLES & METHODS

## OBJECTIVES

- To know the Role & importance of exhibitions
- To know the Objectives of the exhibition
- To find out the Advantage of exhibition over other devices
- To know the Role of the Press in promotion of an event
- To find out the uses and abuses of the Trade Fair

## UNIT 1.

### INTRODUCTION

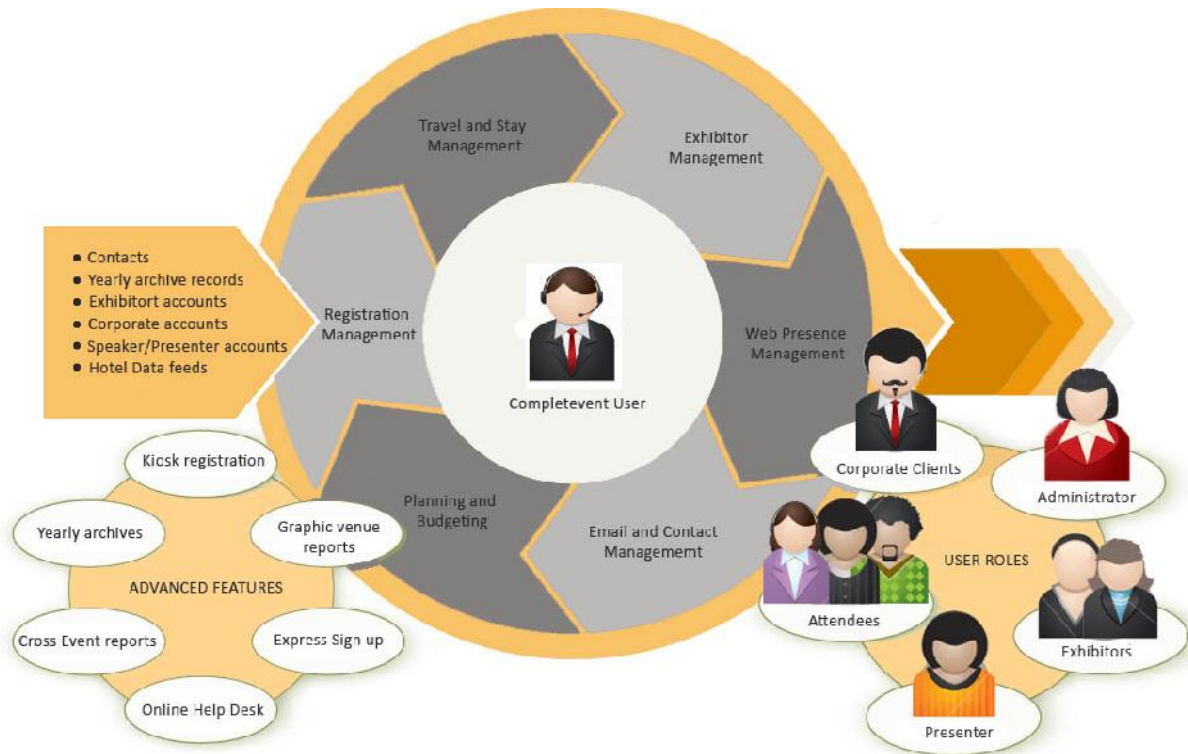
There are a number of companies hosting and organizing events on a regular basis. These range from the small time private events to the large-scale international events. Yes, the large scales one do happen far rarer, but then the amount of returns they churn out is far beyond expectations. However, in the past there have been events that have also resulted in losses to the hosts and sponsors for varied reasons. But then, all said and done, **event management is about organization and execution**, and that is precisely where the money lies. Those in the field are paid for their services.

Today, there a number of people, who have entered the field because they realize the potential of the market where demand and supply is concerned? In fact, the most profitable aspect of this field is the need for creativity. And that is how and where one earns. There are people, who are part of this profession on an individual basis, or then as a company, having pooled in together resources –**financial and manpower**.

The management of events calls, largely for **coordination**, from stage one. The first thing required is to get the orders for the event. This process is also known as **pitching for an event**. Usually, whether it is for small time events birthday parties and weddings, or then for the larger ones assigned by companies exhibitions and trade fairs, or then the international concerts; the event manager/company is asked

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to submit a project report, with the finances involved. On the basis of this is the assignment given to them.



**1.1. Event Management** is the application of the management practice of project management to the creation and development of **festivals** and **events**.

Event Management involves studying the intricacies of the brand, identifying the target audience, devising the event concept, planning the logistics and coordinating the technical aspects before actually executing the modalities of the proposed event.

The recent growth of festivals and events as an industry around the world means that the management can no longer be ignored. Events and festivals, such as the Asian Games or the Dubai Shopping Festival, have a large impact on their communities and, in some cases, the whole country.

**The industry now includes events of all sizes** from the Olympics down to a breakfast meeting for ten business people. Every industry, charity, society and group will hold events of some type/size in order to market themselves raise money or celebrate.





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In order to be successful in the field of event management, no matter what department of specialization one needs certain **qualities**, which are as follows:

- Negotiating Skills
- Creative Skills
- Convincing Skills
- Coordinating Skills
- Planning skills
- Executing and implementing skills

An individual with the aptitude for the above and interest in the field would make a successful event manager. It does not matter what maybe the types of event management, one need to be adept in the above skills. This is because this is a people's industry, where everything is based on **effective communication skills at all levels**. And professional event management service entails optimum communication skills, as well as ability to look into the minutest details of things in order to ensure optimum level of execution.

**1.2. Given here is a list of the varied events that are organized by the cross section of event companies:**

- Business events
- Corporate events
- Cause-Related events
- Coordinating Skills
- Fundraising events
- Exhibitions
- Trade fairs
- Entertainment events
- Concerts/live performances
- Festive events
- Government events
- Meetings
- Seminars
- Workshops
- Conferences
- Conventions
- Social and cultural events
- Sporting events

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- Marketing events
- Promotional events
- Brand and product launches

### 1.3. Marketing Tool

Event management is considered one of the **strategic marketing and communication tools by companies of all sizes**. From product launches to press conferences, companies create promotional events to help them communicate with clients and potential clients. They might target their audience by using the news media, hoping to generate media coverage which will reach thousands or millions of people. They can also invite their audience to their events and reach them at the actual event.

### 1.4. Services of Event Management Company

Event management companies service a variety of areas including corporate events product launches, press conferences, corporate meetings and conferences, marketing programs road shows, grand opening events, and special events like concerts, award ceremonies, film premieres, launch/release parties, fashion shows, commercial events, private personal events such as weddings.

Clients hire Event Management companies to handle a specific scope of services for the given event, which at its maximum may include all creative, technical and logistical elements of the event.

### 1.5. EVENT MANAGER



The **Event Manager is the person who plans and executes the event**. Event managers and their teams are often behind-the-scenes running the event. Event managers may also be involved in more than just the planning and execution of the event, but also brand building, marketing and communication strategy. The event manager experts at the creative, technical and logistical elements that help an event

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succeed. This includes event design, audiovisual production, scriptwriting, logistics, budgeting, negotiation and, of course, client service. It is a multi-dimensional profession.

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The event manager may become involved at the early initiation stages of the event. If the event manager has budget responsibilities at this early stage they may be termed an event or production executive. The early stages include:

- Site surveying
- Client Service
- Brief clarification
- Budget drafting
- Cash flow management
- Supply chain identification
- Procurement
- Scheduling
- Site design
- Technical design
- Health & Safety

An event manager who becomes involved closer to the event will often have a more limited brief. The key disciplines closer to the event are:

- Health & Safety including crowd management,
- Logistics
- Rigging
- Sound
- Light
- Video
- Detailed scheduling
- Security

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Event Management is a multi-million dollar industry, growing rapidly, with mega shows and events hosted regularly. Surprisingly, there is no formalized research conducted to assess the growth of this industry. The industry includes fields such as the MICE Meetings, Incentives, Conventions and Exhibitions, conferences and seminars as well as live music and sporting events.

The logistics side of the industry is paid less than the sales/sponsorship side, though some may say that these are two different industries.

### 1.6. Event Management as an Industry



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The economy of India is growing by leaps and bounds and there are various ever-growing industries that are contributing to increasing the nation's coffers. One



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such industry is that of event management. This industry has come a long way in the last five years or so and today is no less than a multi-crore industry, as a whole. And the size of the companies varies from the rather small ones that manage small events such as birthdays and weddings, to the larger players, who organize national and international events.

During the early part of the 1900s the industry had spent up to Rs. 20 Crores, per annum on events. And in the last couple of years, all the event companies are spending to the tune of approximately Rs.1,800 Crores, per annum.

The event management industry in India involves the requirement of various skills that have caused it grow the way it is in recent past. These **skills** include:

- Organizational skills
- Technical knowledge
- Public relations
- Marketing
- Advertising
- Catering
- Logistics
- Decor
- Glamour identity
- Human relations
- Understanding of laws and licenses
- Risk management
- Budgeting
- Study of all allied media
- Local and national, as well as international events

### 1.7. Career in Event Management

Event management, the most profound form of **advertising and marketing**, is a glamorous and thrilling profession. It provides an opportunity for unleashing one's creative potential to a very high degree. It demands a lot of hard work and effort but at the same time offers enormous scope.

Event management is a process of organizing a professional and focused event, for a particular target audience. It involves visualizing concepts, planning, budgeting, organizing and executing events such as fashion shows, musical concerts,

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corporate seminars, exhibitions, wedding celebrations, theme parties, product launching etc. It is a good career option, which does not require much investment and offers a lot of independence and flexibility. No formal degree or qualification is required, but the person should have a genuine passion for conducting events, have very good organizing ability and be flexible to work for long hours.

### Top Ten Tips

- **Clearly establish the purpose of any entertaining** – the use of hospitality works best as a relationship builder, internally or externally, not specific sales tool.
- **Start early** – establish a budget and identify target guests – consider mix of guests, and/or partners, guest interests.
- **Consider guests preferences and commitments** – are they likely to be able to make a mid week event? Would they prefer a sporting or cultural event? Smaller personalized event or attendance at larger well-known event with more ‘kudos’?
- If you decide to organize the event internally then you will need a comprehensive **checklist system**, with timelines, to ensure nothing is left to chance.
- Issue invitations well in advance, even sending **‘teasers’** in advance of major event entertaining. Consider if you can use the Internet to allow event acceptance/registration.
- **Brief the host** and other company personnel in advance of the event, so they are aware of their role on the day.
- If you are working with an agency then **regular communication is still crucial** – to ensure documentation and access passes/badges are received in good time, and all eventualities are planned.
- If you have not appointed an agency then ensure that you arrive at the event well in advance of your guests to ensure everything is set up, as it should be, and to give yourself plenty of time to sort out those unforeseen problems.

### 1.8. BUDGET OF EVENT

**What is the most important factor when it comes to finances?**  
It is the budgeting. Even a homemaker understands the meaning of this term and implements it in her home, in order to curb expenses and ensure that more money is saved. In the same way, no matter what the scale of event, the most important factor is to work within budget constraints, yet maintaining quality, in order to



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maximize returns. The fact is the budgeting the event is not child's play of throwing in numbers and then marketing the event.

Most companies follow a budget format or event management system, wherein all the figures are placed and aggregates made. Almost every company has on board a Financial or Accounting head, who is responsible for preparing the budget, as well as supervising the entire event execution process to ensure that all is happening within the figures mentioned.

When **preparing an event management budget**, usually one maintains a margin of 5% to 15%, which is also called the buffer margin, just in case the budget exceeds the actual, placed on paper. It is important for the event manager, or marketing manager to provide the budget to potential sponsors, so that they can decide how much, or which section of the event they would prefer to sponsor in order to gain maximum mileage. For instance, there are some companies who decide to sponsor the entire ground for the event, while other companies pay for the printing of tickets and other material. The amount a company is ready to sponsor decides the kind of mileage they are given.

The budget not only provides **facts and figures** with regards to the expenses, but also the potential returns the company can gain from the event. This would include expected ticket sales, as well as amount that can be received from sponsors. **The entire plan of an event is in its budget.** It is the very backbone of any event, or no matter what scale or type. It is more like a pre-event balance sheet.

Whether you're new to event planning or a seasoned pro, keeping an event budget will help you stay organized and prepared for any client inquiry and help you avoid going over budget. For a basic event, list four categories along the top:

- Item
- Projected Expense
- Actual Expense
- Details

### Basic Guidelines are:

1. **Track site rental costs.** As you plan the event itself and as you meet with your venue sales manager, track all projected rental fees for the event and function space, housekeeping, baggage handling, and related expenses.
2. **Estimate catering costs.** This includes all food and beverage charges, including tips and gratuities -- which can account for up to 30%.

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3. **Document transportation charges.** This includes shuttles, coaches, event transfers, and any related expenses.
4. **Add decor expenses.** Most events include expenses for decor, such as centerpieces, floral, tent rentals, etc. This is where you list those costs.
5. **Document entertainment & equipment fees.** Common expenses in this category include the A/V equipment, but it's also a good spot to list honorariums to speakers or if you are hiring entertainers.
6. **Summarize printing charges.** Several small item charges actually combine to make a larger expense line item. These include invitations, name badges, program booklets, event signage and banners.
7. **Line item for gifts.** One of my event rules is to never allow a guest to leave empty handed. So, whatever gift or gifts you provide, track the cost for them separately; you'd be amazed at how much these items can cost.
8. **Identify activities expenses.** If your event includes activities such as golfing, tennis, spa, rafting, biking, or other activities, you will want to note the cost of these fees separately. It is suggested to summarize the total cost in your spreadsheet and attaching a breakdown.
9. **Post other expenses.** If an expense doesn't fall into any of the above categories, list them as a miscellaneous expense item.
10. **Give yourself a contingency fund category.** Depending on the size or complexity of an event, you may want to give yourself as much as up to 20% of the event budget here. Despite the best planning, charges are going to exceed projected plans with expenses that you never consider. This will keep you from going over budget every time.
11. **Summarize projected expenses.** As you build your event program, you will have a good projection of the total expenses. This is the information that you share with your event client to make sure they are aware of the event budget so that there aren't any surprises later on.
12. **Summarize actual expenses.** This happens after the event has concluded. Sub-total the invoices into the above 10 categories and document the actual budget. If extremely favorable, identify savings in actual budget vs. the projected budget, demonstrating the value-add of your role.

### 1.9. ORGANIZING A MEDIA EVENT

Making an "event" of your cause is vital to garnering news coverage. The news media, particularly television, rarely cover ideas, isolated opinions or abstract views. But with some **creativity**, you can transform an idea or an opinion about a cause into an event-with a visual component-that can be covered.





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The most important component of any event management company is the **team**. Whether a large company or not, events can only be organized by getting together a team, as there are varied aspects that go into bringing about an event, right from planning to budgeting to coordination and the final execution. Usually, the large-scale event companies put together a team, as soon as the event has been approved and has been assigned to the company. In such companies there are several such teams working simultaneously, on varied projects, all at once. However, a small company typically follows the same order of organization. The basic or core structure of event management companies that will see the project through from implementation to execution is outlined as follows:

**The Finance Head**-This individual has to have expertise in the field of finance. He/she is not only responsible for the budgeting, but also the cash flow of the project in hand.

**The individual has to take charge of the following aspects:**

- Expenses
- Revenue
- Accounting system
- Financial control

**The Marketing Head:** This individual is responsible for ensuring that the event gets the best possible audience, as well as sponsorship and other required support.

**Operational Head:** This individual is responsible for the overall execution of the operation of the event. This includes managing any kind of technology that could possibly be required.

**The Legal Head:** This individual is required to advise in case of any legal aspects, as well as to negotiate in case of contracts. More often than never, multiple contracts are entered into when working on a medium to large-scale event.

The above form the core team of an event management company. These heads create their own sub-teams that work under their instructions. Apart from that, there may be consultants and advisors, who add value to the projects in hand.

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### 1.10. Here are eleven key steps for organizing a media event.

#### Step one: Refine your message

First, identify one simple message that you want to communicate. Your message should be one phrase e.g. don't drink and drive. and you should build your media event-with images, slogans, sound-bites, signs, location-around it. Remember: "**Simplify, simplify, simplify.**" And remember also what politicians do: Check polling and focus group data to determine which words and phrases communicate best with your target audience.

#### Step two: Select the right Media event

Sometimes you know what the foundation of your event will be e.g., you're releasing a major report., and you need to embellish this event with appropriate **visual imagery, location, and timing.** In other cases, you'll have to create your own event or "**stunt**" to gain coverage. In any case, creating strong visuals for the news media is critical.

#### Step three: Select the Right Time

Reporters generally work regular hours. Both broadcast and print media spare down staffs on weekends and after deadlines on weekdays, leaving only a couple of reporters in the newsroom instead of dozens. **It's best to stage your event Monday through Thursday** between 10 a.m. and 2 p.m. **Plan an event with excellent visuals** for 5 p.m. or 10 p.m., allowing local TV news to broadcast live at the scene. Staging an event on Friday is not a good idea because Saturday's paper usually has fewer pages of news. For weekends, try Sunday morning before professional sports games begin.

The news value of an image-based stunt-dressing in **costume**, holding a candlelight vigil can be increased substantially by staging it when a major story breaks in the news media about your cause, and local news outlets are looking for "**local angles**" and local images.

#### Step four: Find an Effective Location

The **location for a media event** should maximize its chances of being covered and help communicate the message you are sending. For example, if you are promoting

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an after-school recreation program to counter gang violence, you could stage your event in a playground, with safe kids playing basketball in the background.

### **Step five: Compile a Media List**

Obtain a list of news media from the library or from a like-minded organization. Be sure **to take advantage of the diversity of the media**. Although the most powerful news media are very similar witness network television news, there are other outlets that specifically seek stories that the major media ignore or serve specific audiences that you may want to reach. Don't ignore wire services, neighborhood newspapers, alternative weeklies, community radio, and others.

### **Step six: Write a news release**

**Keep a news release short and clear.** It should explain your event in one page, emphasizing what's unique and visually interesting. Spend 75 percent of your time writing the headline and first paragraph.

### **Here's a sample news release:**

Citizens Call on Denver School Board to "**Dump Pepsi**"

Activists to Pour Pepsi into Sewer Prior to Denver School Board Meeting on Thursday, February 6.

Claiming that selling Pepsi in schools threatens children's health, activists will dramatically illustrate Thursday what the Denver School Board should do about sales of soft drinks in Denver schools: Dump Pepsi.

Prior to the School Board's February meeting, activists will dump the unhealthy beverage where in belongs-in the sewer.

The protest will take place Thursday, February 6, at 4:30 p.m. in front of the DPS administration building, 900 Grant Street.

"Our kids are far better off with Pepsi going down the sewer pipes than going down their throats," says Dr. Salzman, who is leading the campaign against renewing the Pepsi contract. "If the School Board wants more overweight, diabetic kids with high blood pressure, it should allow Pepsi sales in our schools. Let's be clear: This is a public health issue."

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The DPS' exclusive contract allowing Pepsi products to be sold in Denver schools is up for re-negotiation this year. The Denver Post recently editorialized in favor of the contract, but called on the School Board to enforce provisions-like keeping machines out of elementary school halls-that are being ignored.

Fifteen percent of kids are overweight, up from 5% in 1980. Junk foods, including soft drinks, contribute to making children overweight. Overweight children are more susceptible to diabetes-the 6th leading cause of death in the U.S. Diabetic children is susceptible to high blood pressure and heart and kidney problems.

"Children are encouraged to buy soft drinks by accessible vending machines and by implied endorsement of soft drinks by school boards," adds Salzman.

Activists are encouraging citizens to offer their comments on the Pepsi contract at a School Board hearing Thurs., Feb. 6, at 7 p.m. The hearing follows the School Board meeting, which starts at 5 p.m. To speak at the hearing, citizens must call the school board at 303-764-3210. Organizers, who have formed "Citizens against Pepsi," expect kids, teachers, parents, and grandparents of DPS kids-as well as concerned citizens-to attend their protest.

### **Step seven: Distribute the Release**

Often you need not send a press release to all media outlets you've got on file. If your strategy dictates that you reach only a segment of your community, target specific media outlets that will reach your target group. For example, if you were trying to send a message about birth control to teenagers, you'd probably want to focus on pop radio-not the newspaper.

Who should receive the release? At newspapers, send it to a reporter who covers your issue. If the paper is too small to have specialized reporters called "beat" reporters, send the release to the city editor or the editor. At television stations, assignment editors are the point of contact. Address releases to the news director at radio stations. Make sure your local Associated Press bureau gets your materials. If you've got a personal contact at any news outlet, use it. Send releases by fax, mail, or Internet.

### **Step eight: Reach out and call a Reporter**

You could have the country's best event, the planet's best release, the universe's most up-to-date media list, be blessed in heaven-and all of it may not matter unless



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you make follow-up calls to make sure journalists know about your event. Call well before your event and, possibly, again on the morning of your event. Don't be afraid. Although busy, most journalists are friendly people who want to hear from you. **Be aggressive, persistent, and polite.**

### Step nine: Practice for Interviews

Your goal in an interview is to stay **"on message."** This means that no matter what a reporter asks you, you answer the question in a way that **highlights your central message.** Say you are being interviewed about local TV news, and you want to express your belief that TV news broadcasts air too many crime stories.

### Step ten: Hold a Press Conference

Many community organizers think of **"publicity"** and **"press conference"** pops in their minds. In reality, a press conference is usually the wrong way to attract the media. It's often a better idea to stage an event and have a spokesperson available to give individual interviews as requested.

But a press conference is called for when you expect many news outlets to cover an event or an announcement. Under these circumstances, a press conference should last about 20 minutes, plus 10 minutes for questions, with a maximum of four speakers. Start on time and have a sign-in sheet for reporters. A moderator should cut off presenters who run on too long. Make sure your amplification system is adequate. Practice the entire press conference in advance, including questions, and make sure your speakers have props to hold.

Even if you decide not to hold a formal press conference, you should distribute a folder of easy-to-read information at your event. Do not include more than 10 pages of material in this **"press packet,"** including: your news release, brief biographies of speakers at your event, two recent articles about your cause, and one feature article about your cause, preferably from a national publication.

### Step eleven: Take time to evaluate your Media Event

Take time to evaluate your media event. **Don't take it personally if you received scant coverage.** It wasn't your fault that Mayor Blunder broke his leg tripping over a pothole, dominating the day's news. The best definition of news is **"what's in the newspaper,"** and this changes each day with the competition.



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Don't give up. But also remember that eight fleeting inches of ink in the daily newspaper can be next to worthless if it is not linked to a strategy for winning your campaign e.g. reaching decision makers or a targeted audience). **Think strategy first, media second.**

### Event planning tips

Event planning tips can mean the difference between throwing an overpriced, lackluster party and hosting an affordable yet memorable event. Whether you're planning a wedding, corporate retreat or fundraising gala, your **success is all in the preparation.**

Event planning tips can come from anywhere; parties you've attended, magazines and library resources or more conveniently, the Internet. Before you initiate the research process, create a task list. Do this by visualizing your definition of a flawless event, and then note all the intricate details you need to create that winning outcome.

Your list should contain all the elements needed for seamless event production. Venue selection, catering, tent or flatware rentals, entertainment, invitations and favors are just a snippet of the planning and preparation that goes into event production. The responsibility can be overwhelming for many people, especially for those trying to juggle event production with their every day responsibilities. With the right event planning tips, throwing a soiree doesn't have to be taxing.

### 1.11. EVENT PROMOTION

In the world of marketing '**promotion**' generally refers to a one-off event that provides a stimulus for the public to buy a service or product. A special event can be part of a more general promotion campaign of a company wanting to draw attention to their product. A local council may create a festival as a way of promoting their region.

As used by the event industry the word promotion has come the full circle. It uses **all the marketing techniques**. As it is project based it has a definite life span. The risks involved in one off or first time events mean that the event manager has to be acutely aware of the tools of promotion. The audience does not have a reference point for the event other than that created by the promotion. With repeat events and festivals the audience and suppliers have at least an idea of the type of event, venue and scale. For special one off events, the promotion is strongly linked to the



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reputation of the organizing company, sponsors and other stakeholders as well as the actual program or event content.

As with all areas of event management, **event promotion must be dynamic and able to respond to opportunities as they arise**. Other areas of the event planning should also be able to respond to the unforeseen products of promotion. A good bit of PR can result in a surge of interest in the event and the event company needs to be able turn the response to the advantage of the event.

**The promotion schedule is only a tool to assist the planning of the event - not the event's master.**

### 1.11.1. Tools of Promotion

These tools are:

- Advertising
- Public Relations
- Direct marketing
- Word of mouth
- Hospitality

#### A Advertising

Advertising is the controlled method of communicating the message. The event manager can manipulate the message.

It includes:

- **Give-aways:** leaflets, posters, brochures
- **Radio:** commercial, community, national
- **Internet:** web sites, radio
- **Television:** cable, free to air, satellite
- **Press:** newspapers, magazines
- **Non media alternatives:** outdoor advertising, street banners, aerial, innovative

It can be done by the event manager or, if the event and promotional campaign is too big, by an appointed Advertising Agency.



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### B) Public Relations

Often it is part of the event manager's job to gain maximum exposure for the event. PR is different from advertising in that it is not self-praise but carries the strength of disinterested credibility. It communicates a more complex message than advertising. It is free but the event manager loses control over the result. It can be publicity can be positive or negative. To this end it is important that the event manager maintains control over as much of the public relations as possible. A thorough knowledge of the media's requirements and beneficial interaction with the media personnel are sensible methods. Although PR is mostly proactive, it is important for an event to have a reactive PR strategy as part of the event risk management. Who will make public statements to the press when there is an emergency? The **PR campaign** is a plan to gain maximum positive publicity for the event.

For an entrepreneurial event it would include:

#### A. Data collection:

- Preparing a **media list** of suitable targeted media
- Preparing a **contact list** and club list such as politicians, interested people and opinion leaders - often called media talent - who can be called on to make suitable comments or actions which promote the event.

#### B. List ideas for continuous exposure such as interesting media ready stories, competitions, public appearances, stunts, and speeches.

When these lists are prepared, the ideas prioritized and the story angles determined the journalist, editor or producer is contacted to ascertain the **exposure potential** of the item. These publicity items are then placed into an overall promotion schedule. The critical path is ascertained to ensure continual and growing interest in the event. Milestones such as important editorials at critical times can also be established. Specialist magazines and newsletters with their highly targeted audience such as in-flight magazines, business magazines, trade publications and association newsletters, need to be included in the lists.

Depending on the size and complexity of the event, the PR strategy can range from organizing a media launch and handing out a press kit to just sending a out a one page media release to selected media. News releases can be staggered over the planning period to generate increased interest in the event.





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### Tips on writing a News Release

- Make sure it is released at the right time for it to be picked up by the media.
- Make it clear and concise with the main features at the very beginning of the release.
- Put **who, what, when, why and where** in it.
- Have all contact details in it and the date.
- Use lift able quotes.
- Pitch it at the correct level: who will write the story and who will read it.
- Identify any media talent associated with the event and give their contact details.
- Make sure all the spelling is correct – particularly sponsors and main participants.

Most large festivals use the media launch, although it can be used by 'boutique' events that target a specific audience. If the launch takes place in an interesting area, it can be used as an opportunity to take photos and record interviews. Television requires special facilities such as access, power and transmission links.

### 1.12. What is the Media Kit?

- Press release including the 5 Ws
- Press ready photos or video footage
- Event program
- Sponsor information
- Interview possibilities, times and contact details of any 'stars'
- Press gifts such as complimentary tickets, invitations or smart hooks

Although PR involves the event's relation to the public, it is the relations that the event manager develops with the media that can create interest in the event. It implies developing a rapport with the media - finding out what they want and how best to supply it. Networking is possibly the best way to develop this rapport. If the manager does not have time or the inclination to do this then the event organization should consider hiring a PR company.

### C Importance of Direct Contact

This is **delivering the promotional message straight to the interested individual**. The basis of direct marketing is the establishment of a data bank and a strategy to best reach those individuals. The **mail** out is the most common traditional method. The database can be created from previous events through

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competitions, guest books, inquiries, and point of sale information or just by asking the participants if they would like to receive information on other similar events.

### D Hospitality

As part of the promotion tool kit, hospitality can be powerful. The special event or festival has to promote itself to the sponsors. **The diner for sponsors, for example, can be an inexpensive way to promote the event.** A tour of the site can be an effective way of promoting the event.

#### 1.13. Web Sites

The latest and increasingly popular method of promoting an event is to **create a web site**. The advantage is that the site can also capture enquiries and be a point of sale for tickets. The current movement towards virtual reality sites can give the potential attendee a view of the event. The site can give real information, such as the program and map. Used in conjunction with other elements of the PR campaign, **a web site can be used to distribute photos and press releases**. It transfers the some of the cost to the customer.

#### 1.14. The Promotion Schedule

Once the various elements of a promotions campaign have been considered they must be prioritized.

The priority of each element is determined by:

- **Target market** - its efficiency in reaching them
- **Resources needed:**
  - Human- who is responsible for the task? Is specialist knowledge needed?
  - Financial - how much will it cost and what are the opportunity costs?
  - Equipment
- **Timeline** - deadlines and clashes

The lead-time for each of the promotion elements needs to be established. Glossy magazines may need at least 6 months lead-time for a story. There may also be the best time to release a story. For example on a soft news day -Sunday.



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### Schedule

This is similar to any aspect of an event needing timelines and critical paths. Also there needs to be buffer areas and contingency plans. What happens if the news doesn't pick up a story? What happens if there is a more news worthy event?

**As with all controllable elements of event management, the promotion campaign needs to be targeted, integrated and thoroughly planned.**

### 1.15. Planning a Promotion Campaign for an Event

Before beginning to conceptualize and plan your exhibition stand or portable display, sit down to find out your exact exhibition and display needs, goals, and objectives.

1. Think about what you want to achieve from the exhibition or event. It might be:
  - a. Lead generation
  - b. Appointment making
  - c. PR coverage
  - d. Brand awareness
  - e. Market research
  - f. Networking
  - g. New product/Service to launch
2. Consider your target audience and how you intend to get them to your exhibition stand or to your event.
3. Think about your competitors, what they will be doing and where will they be positioned.
4. Think about how your company is perceived in your industry.
5. Think about how you can measure your objectives to show a real return on your investment.
6. Thoroughly understand your needs, and understand your competition.
7. Only then do start to create your unique exhibiting or event solution. Through understanding your needs you can create the solution and ultimately deliver your expectation, As well as building your exhibition stand on the show floor and taking care of your on-site requirements.

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### 1.16. EXHIBITIONS

#### 1.16.1. Advantage of Exhibition over other devices

Exhibitions in the 1960s and 1970s were often considered the "**event of the year**" for many in our industry. Many companies would send busloads of their employees to the exhibition show floor and recommended everyone look for new trends, new developments and have a chat with current and prospective contacts.

With the entry of the "**sophisticated**" computer and its ability to communicate with others all over the world, exhibitions had met a new and technical competitor. With this piece of machinery it was suddenly possible to feed present and potential customers with all the information they needed to buy materials and equipment. Then came the dawn of the World Wide Web era and the production of banners, sophisticated homepages and high-tech e-mails. With this came the debate: "Do we really need exhibitions in the future?" Despite great advances in computer and electronics communications, humans still have the basic need for face-to-face communication. The Internet cannot satisfy this requirement.

#### **Exhibitions and Conferences allow for face-to-face communication.**

Running a large, successful exhibition is a feat of **planning and organization** that is in itself a full-time job for many months leading up to the show days. Running a successful PR campaign alongside is even more difficult. Without exception, the media in your sector will expect to be kept informed of every aspect of your exhibition in the year leading up to it, and exhibitors will expect their participation and product launches to be supported.

It is important to devise a professional public relations campaign that shows your commitment to exhibitors and make the exhibition a '**must see**' event for visitors. An integral part of this will be to run a press office service in the months leading up to the show, providing a central point of contact for all media enquires. Create and project manages a dedicated website to promote your exhibition to exhibitors, the media, visitors and the online public in general.

A successful public relations campaign will make a huge difference to the prestige and attraction of your exhibition. Not only does it give exhibitors peace of mind that their interests are a prime concern for you, the organizer, it will also provide the media with material to ensure the widest possible audience gets to hear about your show.

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### 1.16.2. Exhibition planning mainly involves:

- A fully budgeted campaign aimed at the media, visitors and exhibitors liaison with your exhibitors and their own PR companies
- A press office staffed by media professionals
- Advice on print and new media
- A central point of contact for exhibitors and media
- Post-show evaluation.

### 1. Planning and Organizing

The most common reason exhibitions go wrong lies in the simple fact that not enough time is devoted to **adequate planning and preparation**. And many of those exhibitions that are believed to have been successful are often more by chance than through actual organization. Super successful exhibition managers **have a strategic exhibition marketing and tactical plan of action**.

They then use the following five basic questions as their foundation before making any arrangements:

Where does this show fit into our corporate marketing strategy?

Why are we exhibiting?

What are we exhibiting?

Who is our target audience?

What is our budget?

### 2. Taking Care of Details

So much of putting a tradeshow together means taking care of the details, and there are usually more of these than you care to think about. **Being detail-oriented is a definite plus**. The key to an exhibition manager's success is having a system that works. Creating **checklists** is the best. With the hundreds of pieces that make up the tradeshow puzzle, the only way to put them together and keep tabs on all the details is with a checklist. Become a checklist fanatic and consider having a checklist for each checklist.

### 3. Practicing Savvy Marketing

A significant part of a successful exhibition manager's role involves developing a **pre-show, at-show and post-show marketing plan**. Most exhibitors fail to have a



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plan that encompasses all three areas. Your **budget is naturally going to play a major role in deciding what and how much promotional activity is possible.** Super successful exhibition managers know the importance of developing a **meaningful theme or message that ties into their strategic marketing plan** and that will guide their promotional decisions. They know and understand their target audience and plan different promotional programmes aimed at the different groups they are interested in attracting.

### 4. Being a Team Player

Super successful exhibition managers know exactly how to work together as a team, helping each other out whenever and wherever necessary. They help everyone get acquainted, develop a level of trust, and familiarize and understand each other's strengths. They know what it takes to create an environment of camaraderie where the staff, as a whole, pulls out all the stops to succeed and set themselves apart from the competition.

### 5. Knowing How to Manage Time

**Super successful exhibition managers have mastered the art of managing their time.** They are well organized and have essential information at their fingertips, which means that their work environment is orderly and efficient. They know their priorities, don't over commit themselves, and can differentiate between important and urgent tasks. They are superb delegates and are not afraid to ask for help whenever they need it. Finally, they don't procrastinate; on the contrary, they practice the "**do it now**" habit.

### 6. Negotiating Skillfully

Skillful and savvy negotiators know exactly what they want. **They spend time doing their research so that they know as much as possible about their opponent.** They are prepared with **strategies and tactics**, questions and possible concessions. They are masters at finding alternative ways of talking about, reacting to and solving problems. They use their talents of intuition, flexibility and concern for others to reach an agreement where both sides win. They look to create a feeling of co-operation to build a mutually beneficial working environment.



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### 7. Applying a Positive Attitude

Research successful people and you'll find that having a positive, **"can do" attitude** ranks high on their list of characteristics. Not only are they positive and upbeat, but they also surround themselves with naturally **positive and successful people**. Give it a try and see if their attitude rubs off on you. When you focus on what you can do rather than what you can't do, expect to find solutions to your various challenges. **Try changing your vocabulary to reflect your optimistic thoughts and feelings, and see what happens.** People find you more attractive and want to be around you, especially when you focus and direct your conversation to the outcomes they want.

### 8. Evaluating Results

Any master continuously looks to improve on his/her performance, and a super successful exhibition manager is no different. Create a system to evaluate your results. **Ask exhibition stand visitors and your exhibition stand staff for their feedback.** Find out what they liked about your display stand and general show participation, and what would they like to see improved. In addition, ask yourself what you thought went well and what you would do differently if you had to organize this show again. **Chronicle all your data and keep accurate records so that you can refer to them the next time around.**

### 9. Being a Perpetual Learner

We live in an information age and are inundated by more stuff than we can possibly cope with. However, successful people love it, since they are perpetual learners. They know the pitfalls of relying on what worked in the past as a guide to what will work in the future. That's why they constantly look for new and improved ways of doing things, learning from the masters and staying open and willing to try different approaches.

### 10. Keeping a Sense of Humour

If you don't laugh, you might cry. In the exhibition and event industry there's no lack of situations where it's easy to shed a tear. Keep your sense of humour. **It will** definitely help keep you from getting mad, annoyed and frustrated with incompetent and disorganized suppliers. Learn to laugh at their mistakes, as well as your own, to maintain a saner perspective on life. If nothing else, remember that





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laughing is good for your health. It helps reduce both your stress and blood pressure levels.

### **UNIT- 2. . WHY EXHIBITIONS SELL?**

#### **2.1. Concept of Neutral Territory**

The reasons why these exhibitions can be successfully fulfilled are:

##### **Economic functions**

- ✓ The exhibition industry takes over important economic functions. In the exhibition centre supply and demand are brought together. Exhibitions offer an interactive platform to the market participants.
- ✓ They contribute to the development and revival of markets and market segments.

Additional economic functions are:

Trade function:

Transactions of goods, services and information

Transparency function:

Market overview

Development function:

Support of the commercial development of nations, regions and cities.

A comparable cluster analysis has shown that visitors – at fairs - can be differentiated into four types:

Type A: Intensive trade fair user

Type B: Special-interest trade fair user

Type C: Trade fair stroller

Type D: Pragmatist

Type A: Intensive trade fair user

- Utilizes trade shows as an important source of information, particularly for current market developments
- Is highly communicative, uses trade fairs for serious networking
- Attends 21 exhibitions on average per year and every visit is planned in detail
- In contrast to the other types, they tend to complete a sales transaction during the fair



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Type B: Special-interest trade fair user

- Prepares in advance and uses the visits intensively, carefully considering products or services
- Does not transact business directly at the fair

Type C: Trade fair stroller

- Uses trade fairs primarily as an instrument to observe the market
- Has little contact with exhibitor personnel and does not intend to buy

Type D: Pragmatist

- Does not have any specific aim such as transacting business or making a purchase
- Is very passive, seldom stays for more than a day and is oriented to other sources of information
- Exhibitions are lowering transaction costs

The main reason for the existence of trade fairs can be found in the lowering of costs per transaction. Such costs can arise from factors such as search for information, contracting, legal advice, insurance, and competition monitoring. A cost reduction is gained by the concentration of providers and attendees in one location at one time.

### 2.2. Exhibitions represent a neutral sales area

Trade shows are held at a location which is neither the home territory of the exhibitor nor of the visitor. The venue is a neutral area that makes it easier for the visitor to freely select from a pool of information offers, with no commitment. Both visitor and exhibitor are freed from interferences by daily company duties.

However, there is also a so called conditional location pull. In many cases, a prerequisite for the usage of demanded services is that they can only be consumed at the place of their production. Due to this, the customer is forced by a conditional location pull, meaning that he is drawn the place of manufacture. During the time of globalization, nowadays the discussion again arises of whether trade shows should be held where the industry manufacturing takes place or where the demand is located. A third opinion declares neither as relevant. The future development will show which option the exhibition industry will follow.

Resident and nonresident exhibitors pay registration and other fees to the organizer

1. They place orders, buy personal goods, pay taxes, rent cars and pay for accommodation
2. They employ temporary staff
- 3 and contribute to the exposition with information, incentives and sales orders
4. Beneficiaries, for

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example, are the organizer, employees from the region, retail companies, handicrafts, hotels, restaurants, transportation, entertainment and local government.

### **2.3. Benefits of Exhibitions**

#### **2.3.1. Fair**

The Middle Age English word "*feire*", which means a gathering of people held at regular intervals for the barter or sale of goods, is the one from which the present day definition, i.e. a periodic gathering for sale of goods, often with shows or entertainment, at a place and time fixed by custom, is taken.

#### **2.3.2. Expositions and exhibitions**

They have always been combined with the display of goods and products. Exhibitions differ from fairs in four major ways:

##### **1. One-time events**

First, exhibitions are usually one-time events. They do not enjoy a recurring life cycle. However, while fairs run for a short period of time, many exhibitions run for months, some for a year or longer. The first representatives of this category were the World Expos.

##### **2. Permanent facility**

Second, exhibitions are housed in permanent facilities built specifically for them. Starting in the 18th century, the practice of building a facility for the express purpose of housing an exhibition was the precursor of the exposition/convention centre industry.

##### **3. Highly organized events**

Third, although fairs are held regularly, they are not highly organized events. Over time, religious and later civic leaders did take control of the grounds where fairs are held usually public lands. Exhibitions, on the other hand, are highly organized events. They were initially created by government departments or committees for the purpose of promoting trade.

##### **4. Stimulation of future sales**

Finally, exhibitions differ from fairs in the very way in which business is conducted. Goods are bought and sold at fairs. At exhibitions, commercial activity or selling the displayed goods is not usually involved. However, inherent in displaying goods is the hope of stimulating future sales. Today this is how most exhibitions still operate.

#### **2.3.4. Consumer Shows public shows**

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Consumer shows are events that are open to the general public. Exhibitors are typically retail outlets, manufacturers or service organizations looking to bring their goods and services directly to the end user. A consumer show, or public show, is an event that serves specific industries or interests, held for a particular duration of time 1 to 10 days. They include several shows: e.g. home shows, car shows, sportsman shows, computer and technology shows, and many others. The primary purpose of a consumer public) show is direct selling. Buyers consumers are brought together with sellers of goods and services. Consumers benefit from a diverse product mix, expert advice, education and entertainment. Sellers benefit by immediate consumer purchases, product and brand awareness, public relations, research and development, and product testing.

### **2.3.5. Mixed shows**

This type of show is a combination of trade and public shows.

Exhibition organizers tend to open their trade shows to trade and to public visitors. Trade visitors are allowed to enter the exhibition on special days; other days are open to both the trade and the public. Dubai International Jewellery Week -Dubai World Trade Centre, organizer of the region's exhibition for jewellery and precious timepieces, presents Dubai International Jewellery Week-Based in Dubai's celebrated "City of Gold", Dubai International Jewellery Week reflects one of the world's most dynamic markets for luxury goods. It provides the perfect platform for global and regional manufacturers to meet buyers from the Gulf, North Africa, India and beyond.

### **2.3.6. Special types of trade fairs**

Finally, trade fairs are combined with other events such as seminars, fashion shows, special events and congresses. This combination raises visitor interest, driven by the high demand for information exchange and the availability of experts. Exhibitors use this kind of show to meet many experts of one market segment.

### **2.3.7. Virtual fairs**

They appeared in the 90s when internet use became widespread. The demise of traditional fairs was considered "inevitable". Possible touted advantages: elimination of usual trade show time constraints, space factors and exhausting, long-distance travel. Product pilot was initiated by Messe Frankfurt. It is a trade fair between trade fairs. During the whole year Messe Frankfurt offers a platform where visitors can research exhibitors and products from the trade show portfolio of the organizer. Thousands of manufacturers, traders and service providers from



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many different industries are registered in product pilot. All product and business information is updated regularly. It is possible to find business partners, to exchange information and to discuss topics of shared interest.

However, it is now clearly accepted that traditional fairs cannot be replaced by virtual ones. Face-to-face contact remains a significant privilege of traditional fairs. Applying customer relationship management CRM and building up the loyalty of clients remain the advantages of exhibitions. Nevertheless, the World Wide Web has very much affected the organization of exhibitions. Exhibitors and visitors take their information from the net and decide whether to participate in the exhibition or not. Organizers try to communicate with their customers via the internet to save money and to accelerate the communication process.

### **2.4. Advantages of trade fair participation for exhibitors**

What are the reasons for such a high ranking of exhibitions?

If we look at the peaks of the evaluation there are three major advantages.

These are:

- ✓ to introduce new products and services
- ✓ to initiate sales
- ✓ relationship management with known and future customers.

Exhibitions are of high public interest. Important sellers and buyers visit a show. Media representatives use the events for publishing news about products and trends. Therefore trade fairs are useful for product launches. Because of these reasons sales are initiated, too. There is a so-called transposing-and delay effect, which means an exhibitor, may realize a turnover from a show more than 12 months after the closure of a show, particularly at an industry show.

Face-to-face contact provides the opportunity to directly address potential clients. Within the company's Customer Relationship Management (CRM), trade fairs are important tools to build up confidence. They are used together with other marketing tools, e.g. the internet, direct marketing, personal selling.

Trade fairs offer the chance to promote the company and analyze the competition. In this way, the existing high public interest can be used to meet objectives such as image-building, positioning and brand recognition. Trade fairs offer further advantages to business people, chiefly the ability to network within the industry while achieving major marketing goals.

### **2.5. . Objective of Holding an Exhibition**



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Exhibitions and trade fairs are part of the process of product marketing. They have advantages, which other forms of marketing and promotions cannot offer. They provide the opportunity for large numbers of buyers and sellers in an industry to come into direct contact with each other in one place at the same time. Products of interest to the buyers can be viewed at the time that discussion is taking place, allowing the opportunity to handle, examine and compare with other products, go away to examine other company's products and return again for further examination, all within a short space of time.

Very few other selling situations can offer this flexible facility. Where else, for example, can competitor's product be seen nearby, enabling instant visual comparison? New products can be displayed in premier positions supported by appropriate captioning, highlighted and signposted. Dominant displays inevitably attract the trade press as well as passing buyers. Such press attention can result in reviews of products in the relevant trade publications. As new technologies develop exhibitions and trade shows provide a splendid showcase and furnish opportunities unavailable to other media.

By their very nature, exhibitions and trade fairs are very public. The efficient company is seen to be so while the inefficient will not make a favourable impression. Smaller companies can take advantage of the event by showing themselves to be well-organized operations. They do not need a large stand to do this: competent management combined with considerate and efficient staff will suffice.

Product research can also be undertaken at exhibitions and trade fairs since there is a ready-made audience of the very people who it is hoped will ultimately buy the product being researched. They may not even be known as customers but their views on new developments and ideas for restyling or improving existing products can be invaluable. They will also be flattered to be asked to provide an opinion on your new product – it could be the beginning of a blossoming relationship! Some specialized exhibitions are also accompanied by conferences. In such cases the cross-fertilization between conference and exhibition offers particularly good opportunities for product research.

**Test marketing of new products can be carried out at exhibitions.** If the product is not right and does not appeal to trade audience at an exhibition this will very soon become apparent since visiting buyers will quickly see the advantages or disadvantages and react accordingly. In addition, this research can provide an indication of the likely production run needed for any new product.



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Well-published launches of new products often attract interest from competitors as well as the press. In such cases it may sometimes be necessary to restrict the viewing opportunities with a suitably modified display treatment. Exhibitors expect to meet old customers and friends. This is one purpose of an exhibition, but it also provides an opportunity for the visiting buyer to be introduced to other executives and employees whom he does not normally meet – for example, the research manager or the sales office manager or others who share in providing the product the customer ultimately buys. The customer has to deal with these people – usually at the end of a telephone – and it can be useful for both buyer and seller to get to know each other better. Such meetings lead to better understanding and possibly increased business.

A major contribution of exhibitions is to provide the opportunity to meet different buyers. Both buyer and seller can use the event to update their knowledge of the other. People new to an industry often use exhibitions to familiarize themselves with other companies, processes and people in their area. It is an effective method of achieving this objective; by asking questions of the stand representative, a visiting buyer can build a clear impression of a company.

It is important that stand representatives should always initially establish the name, company and interest of the person to whom they are speaking. Courtesy and good manners demand it, and also too much information is often freely given to competitors because careless and inexperienced stand staff did not know to whom they were speaking. The opening or VIP day is usually a social event at which the company chairman and other directors take the opportunity of fraternizing with their opposite numbers and meet ministers, MPs and other personalities whom might be present. These occasions are well patronized by the media since this is the industry get-together where a careless or ill-considered comment or a hint of gossip could well be magnified, sometimes out of all proportion, in the next issue of an influential publication. More positively, useful joint ventures are often started as a result of a casual conversation at such exhibiting for the right reasons.

Having decided to exhibit, it is necessary to establish your prime reasons for showing.

These might be to:

- Introduce goods, products or services
- Demonstrate goods, products or services.
- Research goods, products or services
- Test market products.





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- Meet old and new customers.
- Enter new export markets.
- Support trade associations.
- Sell more products profitably.

Now it is also necessary to decide which exhibition or trade show you will support. In many industries there are maybe one or two main trade shows, whilst in others there may be several to choose from. Trade associations can provide useful data to help in the choice. All exhibitions and trade shows also produce information relating to attendance, numbers of exhibitors – both national and international – and sometimes press cuttings. Exhibitions provide good opportunities for social interchange, new contacts names, new enquiries for products to be introduced and an opportunity to share group brochures that could reach important new trade audiences.

### 2.6. Display work for your Exhibition

All exhibition stands will have some **display work**. It is not possible to describe every type of display technique that is available since there are so many and the list grows as new creative ideas enter the market place. It should be kept in mind that **the whole reason for being at the exhibition is to show goods, products or services and to attract the attention of potential goods, products or services and to attract the attention of potential buyers.**

Smaller products can be shown on shelves, in showcases, mounted on panels. Larger pieces of machinery may stand in a prepared decorative bed on the floor of the stand. If it has moving parts and is to be demonstrated in a working state it will need protective railing or fencing to prevent accidents. It may need toughened glass screens; grinding or similar operations are involved. Amplification of the demonstrator's voice may be necessary if the machine is noisy.

Photographs of alternative models may be displayed adjacent to a demonstration. They should be wet-mounted on separate panels, which can then be pinned to a wall in the appropriate position. This is useful if the photo panel is to be retained after the exhibition. If the product is uninteresting in appearance it will be the task of the designer or display artist to find a means of enhancing the product interest.

**Lighting is all-important. Displays should be well illuminated.** Low-voltage spotlights are a most effective light source. They can be adjusted to throw a circle of light the size of the actual item being displayed or to give a general spread of



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light. It should be remembered that the ambience of fluorescent light is cold. It can be provided in various tints of white but it does not emit any heat at all whereas tungsten lights are warm in every sense. They can transform a product display if well used, but if they are used as roof lights shining down on people's heads they will cause glare and headaches, and will become a nuisance to visitors and staff alike. Lighting is a specialized art and proper advice should be sought. **Electrical energy can be very expensive at exhibitions and the inexperienced exhibitor can waste a great deal of money.**

### 2.7. Animation and Colour

**Movement and colour attract attention.** Colour can also be used through floral displays or with coloured lights, perhaps changing colours on different displays or products.

Most animation is based on switches and relays, combined with varieties of turntables driven by electric motors, often with variable speed capability. Lights and mirrors can also be used to good effect. Video projection and multi-screens, laser theatres, holograms and talking heads are some of the animation effects commonly being used. Using all these basic techniques animators can create almost any effect. As well as animated and electrical effects exhibition model agencies can now supply specialist staff like walking clowns and robots – indeed, mechanical figures of any desired character – which are especially effective for children's events and promotions.

### 2.8. Types of Exhibition

There are two basic categories of exhibition:

- **Trade and industrial fairs**
- **Consumer/public exhibition**
- **Company in-house exhibition**
- **Display attraction**

### 2.9. The Exhibition Manager

The exhibition manager clearly carries a great responsibility. He or she must be in **total command and the final mediator in all matters relating to the exhibition**, with the authority to approach and negotiate with all concerned whether they are





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in-house executives or outside personnel. They must be recognized as the person who takes the ultimate decision. **Control of the stand and the budget is his prime responsibility.** If every person who is likely to come into contact with the stand builder is allowed to request additional items or alternations without consulting the exhibition manager the extra costs could undermine the project. Professional designers and contractors recognize that the exhibition manager has the final responsibility for all orders relating to the stand.

Once appointed, the Exhibition Manager (EM) must prepare a script, which will be developed into the exhibition brief. To do this, the EM needs to consult all the department heads and ascertain their opinions, requirements and the space they wish to have in order to accommodate their requirements. It is essential that the EM balance the requirements of the various departments in accordance with company policy and objectives. A great diversity of views will be found. The sales manager normally sees it as an opportunity to increase sales. They will all consider their view to be correct, which is why it is essential to have the company chief executive supporting the choice of the person deputed for this role. It is the firm that will be on display and the projected image should favour the company.

### 2.10. Collecting and Collating Information

As an example, assume that senior management has decided that the stand will **focus on 'New products', 'Research and development' and 'Improved service facilities'**. It might also be the intention to introduce an entirely new division. The EM is often faced with this type of problem. Space has to be allocated in the initial planning but an alternative scenario has to be ready for substitution at short notice. More often than not, this takes the form of duplicating a popular product item already shown in one display or area. All concerned, particularly the designer and builder must have advance knowledge of any possible changes so they can plan accordingly. The initial script for large trade shows will have been drafted some months ahead of the event.

The EM must ensure that all items are documented as they arise, including any probable last-minute changes. Many managers will request more space than necessary for their products. The EM must argue the point and establish a fair compromise. All space on the stand is costly in its finished exhibition form. After discussions with all concerned, he should prepare what he considers to be a fair appraisal of the total requirement. After calculating and preparing a realistic '**guess estimate**' of office and general space the probable area will become apparent.

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The minutes of the meetings should be issued to all those who participated in the formation of the script since they will form the basis of the final details, such as **the size of space required for each division's products, the time needed to prepare exhibits and all other relevant details. From this an exhibition 'brief' can be formulated.**

### UNIT 3 . BUDGETING

When preparing your budget it is worthwhile to segment your direct and indirect costs into two areas. Firstly there are direct costs such as payment for stand space, construction and fitting out of the stand and other costs such as special literature. Secondly there are indirect or hidden costs such as staff time in preparing for the exhibition, expenses and other costs incurred while working on the exhibition and promoting it. When preparing your budget it is worthwhile to segment your direct and indirect costs on your budget sheet. Remember to include all fixed costs from advertising your presence at the event in national and local press.

**An ideal break-up would be something like:**

- Space rental-26%
- Stand services-9% includes electricity, onsite handling and storage etc.
- Stand construction-41% design, construction, graphics, furniture etc.
- Staffing and facilities-17% stand staffing, accommodation, transportation, catering etc.
- Publicity- 7% related promotions and publicity for the event

First consider the type of event you will be exhibiting at. Look at the literature sent by the stand organizer, which will show the number of visitors and the type of visitors. Like a sales forecast, create an exhibition forecast of the number of sales prospects and sales closures that you expect over the **duration of the exhibition.**

- **Creating a time-table**
- **Budget headings**
- **Controlling costs Venue**

It is not always possible to choose the site at busy shows. Some organizers allocate sites according to their own judgment. Many exhibitions are categorized in product sections and the choice can be restricted.

### 3.1. Stand options



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Exhibitions normally offer the option of '**space only**', where the exhibitor is responsible for all work and services, where a section of the exhibition has been allocated into simple uniformly constructed stands. These are usually compact smaller units with walls, floor covering, name board and simple electrical work provided to an identical style. They are an economical method of participated at an exhibition. The stand-holder is normally permitted to add to the 'shell' and decorate at his own expense. Stand fitters are adept at providing interesting interiors to these shell stands at reasonable prices. Many established exhibitors commenced exhibiting in this way.

### 3.2. Other Venues

Exhibitions and shows can be staged in many different venues. **Circuses and fairs were the origin of exhibitions**; in those days they were called 'goose – fairs'. Ships and trains have also been used as traveling exhibition halls. Even a Jumbo jet aircraft has been fitted out as an exhibition setting – particularly suitable venue if the product has no connection with aircraft. Any vehicle with sufficient space and novelty appeals has the potential for a traveling exhibition venue. In such cases, accommodation for the staff may need to be provided but on a train or ship this in not a problem. All of these venues have good publicity value and that is part of the requirement. The decision on whether or not to incur the expense of these operations depends very much on the product to be shown.

In all cases it must be remembered that adequate parking has to provide for staff and visitors and toilets and catering facilities must be nearby. Leisure centres, shopping arcades, sports clubs and race courses have such facilities and are sometimes used as a showcase.

### 3.3. Stand Design

The designer's role is most important in contributing to the success of an exhibition project. Great care should be taken in selecting the best person for the event. Exhibition design is a specialized craft and should be carried out by a professional - not just anyone. You will have prepared a full and considered brief reflecting the needs of the people and departments who are involved, and this should now be passed to a competent exhibition designer. There are several ways of making a choice if you do not know of an appropriate designer. For example, advertising and PR agencies can usually provide names of people or design organizations they have used with success for other clients. Exhibition organizers will also be able to suggest people who have designed successful stands at their shows. For some

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	Machinery lifting



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Badges and passes	Maintenance
Banking facilities	
Car parking	Organizer's contact names
Catering on stands	Organizer's forms
Checklist	-
Cloakrooms	-
Contractors	List of Photographs
Demonstrators	Post offices
Description of exhibits	-
Electrical contractors	Press and visitor promotion
Exhibition catalogue	Press office
Exhibitors' badges	-
Exhibitors' invitations	Press previews
Exhibits - delivery and handling	Private rooms and suites
Fire precautions	Product category index
First aid facilities	Promotional material
Florists	
Furniture and floor covering hire	Security
Gas	Shell scheme contractors
General services and information	Shell scheme specification
-	
	Stand cleaning
Insurance	Stand plan submission

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Interpreters	Storage
Technical services	Video advertising
Telephones	Visitor and buyer promotion
Toilets	Water and waste services
-	Workmen's passes

Exhibitions and trade fairs will carry different headings to accommodate the requirements of the industry, which is being displayed. Those shown above are merely indicative of a typical event but are among the most common. Quite often an organizer will carry different headings to accommodate the requirements of the industry, which is being displayed. Those shown above are merely indicative of a typical event but are among the most common. Quite often an organizer will permit suppliers to advertise in the manual. This is a very good medium for the supplier since every person reading it is an exhibitor or involved in some way and therefore a likely prospect. There is little wastage. For the organizer the income from the advertisers can pay for the cost of the manual.

### **Apart from making the logistics manual, the exhibition manager has to:**

1. Fill forms
2. Brief other departments
3. Arrange for badges, tickets and passes
4. Survey the venue
5. Notify staff requirements
6. Arrange for staff uniforms
7. Arrange for stand catering
8. Scheduling and Progressing

We have now reached the stage where we have arranged the design, ordered the stand building and become familiar with the needs shown in the exhibition manual. Many events leading up to the exhibition or trade fair are now happening and as the weeks pass by even more will need to be incorporated into our plans. The progress schedule provides the indication when the next item needs to be auctioned. This schedule is in fact an extension of the work already done. The design brief established the requirements we decided were necessary, the drawings, which resulted, were tendered and the budget created.

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We now have to continue that work and establish a list of action dates to ensure that the correct event happens when it should. This could be called a critical path, progress schedule or any other title that appeals. Its purpose is to indicate requirement, the planned date and the actual date the item is achieved.

**The headings here are similar to those we used earlier on in the budget:**

1. Publicity, promotion and PR
2. Advertisements
3. Invitation tickets- mailing list
4. Brochures and leaflets
5. Organizer's promotional aids

### UNIT 4.. PUBLICITY, PROMOTION AND PR

All exhibitors seek publicity for their products - that is one of the reasons they are attending an exhibition or trade fair: **to gain publicity and exposure**. Trade fairs need maximum exposure to their audience in the particular industry to which they are appealing and normally use trade journals together with quality daily and weekly newspapers, particularly those, which publish supplements or features. **Direct mail plays a large part in trade and industrial fairs but not nearly as much in public events**. If, however, tickets are being sent to selected retailers to distribute to their special customers in order for them to visit a popular public event, direct mail can be of value.

Firms that are frequent exhibitors will have their own specialist department to prepare their advance publicity and promotional material - usually the publicity department or their advertising agent or sometimes a specialist exhibition promotion and/or PR agency. No matter which, they will all follow a similar path. PR is the starting point for all companies exhibiting. The very fact that the company is exhibiting means that they have something they want to show or say! It may be a new range of products, opening a new factory, going into new market areas - all of these are reason enough for publicizing. With Internet and TV it is essential to 'sell' the producer a good idea that could attract viewers. They will not consider an approach that is too blatantly commercial, but if it has novelty appeal it will stand a chance.

#### 4.1. Advertisements

Most trade journals have at least one special issue devoted to the trade fair and usually publish a floor plan with a list of exhibitors and a summary of products.





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Reviewers provide opinions on products and services and evaluate industry developments. Such issues usually carry a 'bumper' crop of advertisements of the companies who are exhibiting. Special issues have become a ritual at most trade fairs and exhibitors do seem to support them. Usually only one or two major publications will attract the majority of exhibitors and buyers, so choose wisely. The national and international press should also be considered if the fair is a large major event. Whatever advertising is employed attention must always be drawn to the stand number, hall and any other quick identifying landmark - such as '**facing the entrance**', 'near the canteen', etc. These may seem minor details but it is essential to take every opportunity to remind readers that you are waiting to give them every attention - on your stand! Any invitation tickets or letters that are sent should mention the stand number and hall and the easiest way to find it; the organizer often provides letter stickers for this purpose.

**A plan on the back of the invitation ticket showing your stand is helpful.** The timing of the advertisement is important. With the major public events, the consumer press, newspapers and popular magazines will be filling their pages with advertisements relating to the exhibition. All of these must be considered; they might be carrying stories praising the value of your particular product. The exhibition will have its own catalogue in which all exhibitors will be included with an entry describing their exhibit. This is usually restricted to a stated number of words, but it is usually also possible to advertise in this. Many visitors to trade fairs retain the catalogue as a product guide for use in their work at a later stage, and this should be borne in mind when advertising in it.

### 4.2. Invitation tickets- mailing list

Exhibition organizers make tickets available for exhibitors to send to their customers. List all the known users of the product into three categories:

1. Those who are regular customers already.
2. Those who are known and have been approached but up to now have not become customers for some reason.
3. Those who are known but have not been approached.

It will immediately be seen that groups 2 and 3 are clearly the people that could be most profitable and to whom a concentrated approach should be made. An effective way is to send personal letters to named individuals in-group 2 suggesting that the recipients may find it useful to see the new range of products being offered for their industry. Also suggesting a time and date that you have penciled in your

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diary for them to visit your stand - and enclose a personal invitation ticket. A director or senior executive should sign this personalized letter.

Such invitations do attract a good reply ratio and experience has shown that the replies will fall into the following categories:

- 'Cannot manage the suggested time; can another date be made?'
- 'Not personally visiting the fair this year but could another person visit?'
- 'Not able to leave the office at this time; could you visit me at this office?'

All of these replies can be seen as positive and could lead to an enquiry from a newcomer. All orders from new customers are profitable! In practice it is useful to have the background notes about previous meetings. Psychologically, the prospect will be impressed that a director or senior executive has bothered to invite him by name for a special meeting to explain the products and has also demonstrated good background knowledge of him and the company. It suggests that this is a company that cares about their clients.

### 4.3, Brochures and Leaflets



There will usually be a requirement for leaflets, brochures and other descriptive or corporate material. Much of this may be drawn from stock but some special exhibition material could well be needed. **Do ensure that this print material goes to people who really want it.** All staff working on the stand, preferably on their person - never left loose, should carry enquiry pads or cards.

### 4.4. Organizer's Promotional Aids

Most organizers will have various memorabilia available to their stand holders in the form of **car stickers, posters, exhibition logo stickers, book matches**, etc. Many of these are issued free; some may be special prices for items being merchandised at public shows, and may include T-shirts, photographers, pens, pencils, etc. Some exhibitors hold competitions for major prizes at public exhibitions and it may well be worth approaching the organizers to ascertain if they would like to be associated with such an event. In this way, **greater prominence can be given to the idea.**



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### 4.5. Safety and Security

Before the exhibition opens, **the fire and health and safety inspectors should inspect the complete show.** Their duty is to ensure that the event is safe in every respect, and only when they have given their clearance can the event open to the public or trade visitor. The rules and regulations governing all aspects of fire requirements and health and safety needs are always fully stated by the show organizer. Professional exhibition designers and stand builders follow as a matter of course to ensure the safety and comfort of everyone involved at the exhibition. Fire inspectors will particularly look for fire traps, the gaps between stands which could become filled with rubbish, boxes, papers, wrappings and similar material that a carelessly discarded match or cigarette ends could easily ignite.

Paper and card and other materials, which catch fire easily, should never be used. Health and safety inspector should have a comprehensive list of requirements, which will be stated in the exhibition rules and regulations. They are meticulous where the preparation of food and drink and other catering details are concerned.

Whatever be the venue see to it that **a doctor and a nurse are always ready in case of any emergency.** Contact the nearest police station, fire station and hospital in advance to prepare for any kind of emergency. At large shows where maybe several hundreds of people are visiting, accidents are inevitable. All exhibition organizers can quote cases of every description, from broken limbs to heart attacks! Therefore appoint people exclusively for each one of these functions.

Never leave parcels or goods unattended on the stand or in the gangways. Always have at least one person on the stand – particularly at lunchtime when many thefts occur. If the exhibits are small enough have them locked in a secure store. Secure should mean solid and firm and not something fragile.

Most exhibition and trade fairs have security guards patrolling day and night. They cannot easily spot a thief if he appears to be working on your stand during daytime but at night they will certainly challenge and usually request identification. Newer exhibition venues also have video cameras that scan the halls by night. These are remotely controlled from the security room and can film a theft-taking place.

### 4.6. Staff Tidiness

At a busy exhibition, a stand can very quickly become untidy. Dirty cups, saucers and plates should be cleared when the visitors depart, ashtrays should be emptied

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frequently, and the stand should continue to look inviting at the end of the day, not like a refuse dump. It is all too easy to let this happen, and you should constantly **emphasize the value of good housekeeping**. Staff will get tired: they should be allowed breaks when they can sit and relax away from the ‘business end’ of the stand, either in a staff room built into the stand or one of the cafes or restaurants within the venue. In no circumstances should they lounge around on the stand, as this does not create a good impression. Staff should be discouraged from smoking on the stand. Many people find this offensive.

Also, do not forget to replenish supplies. Brochures and leaflets quickly run out. Catering supplies should also be ordered a day in advance.

### 4.7. Dealing with the Visitors

The stand or sales manager should brief the stand staff everyone knows their stand station -everyone should be in position at least 15 minutes before the opening time. The first visitors will soon arrive? How should they be approached?

The salesperson should first discreetly note the product that appears to interest visitors and then approach them with an appropriate comment product such as 'we have a whole selection of sizes if this is of interest to you.' Or By the way, my name is so and so, I'd be glad to help you in any way that I can'. This type of approach is positive and helpful, and seen to be so – much more so than the commonly used but ineffective ‘can I help you?’

### Make an Exhibition of Your Company

It doesn't matter what business you are in or what size of business you have, if you are an exhibitor at a trade fair, you will all have one thing in common – **an eye watering appreciation of the costs involved**.

Stand space, stand design and build, the get in and get out, staff and accommodation costs, sales staff not on the road selling. It's enough to have the Financial Director Reaching for the gallium.

However, with a little forward planning you can make the event work for you in terms of maximizing your attendance, attracting potential customers to your stand and raising the profile of your company. The key is, **harness the Public Relations opportunities and set them working for you**. Successful exhibition PR is all

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about timing and your starting point should be the date of the exhibition, because you need to plan backwards.

For example, if your exhibition is in June and your key industry magazine is monthly, then you need to be sending your exhibition press releases in April, because they will be working two months in advance.

PR activity around exhibitions falls neatly into two halves: **your role and the role of the exhibition organizers.**

In terms of your role, let's start with the press pack. This should contain **two or three newsworthy press releases.** Don't forget to put the hall and your stand number on the front page of each release. Enclose good quality and interesting photography. Be creative, it will stand much more chance of being used if your new product shot has been taken from a creative angle. You might want to include biographical details of key personnel on the stand. Also, don't forget to put a label with details of how to find you on the pack itself.

Make sure that there is always someone on your stand who can speak to journalists about your company and the products you have on display. Tell the business editor of your local newspaper that you are going to the exhibition and send your quirky photograph and press release to them.

Here's how to make the exhibition work for you.

Once you have your Exhibitor's manual, find out who has responsibility for **co-ordinating PR on behalf of the organizer and make contact with them.** Find out which magazines are supporting the exhibition and target them with press releases and invitations to visit you at your stand.

Ask for a list of journalists who have confirmed that they will be attending and make a point of introducing yourself to them. Check if the exhibition is going to have a daily newspaper – they are often produced by an industry magazine – and contact the editorial team. They will be hungry for stories particularly for the first edition, which will be produced before the show starts.

Make sure that you are included in any exhibitor directories and that you are featured on the exhibition website. Visit the Press Office frequently to 'top up' the supply of press packs. Also, keep some packs on your stand just in case a stray journalist turns up.

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On Press Day usually the first day of the exhibition make sure that your key personnel are available and have someone hovering around the Press Office. Nothing is more frustrating than finding that an important journalist is somewhere in the exhibition or worse, that they have been and gone.

**Once the exhibition is over, tell the media how successful it was for you.** This is especially important if you have clinched an important deal, won an exhibition award or had influential visitors to your stand.

And finally, many exhibitors feel that they are too small to be of interest to the media. This is a completely false impression. Journalists are always interested in small, exciting companies with interesting stories to tell.

### 4.8. Trade Fair

A **Trade Fair** or **trade show** is an exhibition organized so that companies in a specific industry can showcase and demonstrate their new products and services. Some trade fairs are open to the public, while others can only be attended by company representatives members of the trade) and members of the press, therefore tradeshow are classified as either "Public" or "Trade only". There are currently over 2500 trade shows held every year in U.S. alone.

Trade fairs often involve a considerable marketing investment by participating companies. Costs include space rental, display design and construction, telecommunications and networking, travel, accommodations, and promotional literature and items to give to attendees. In addition costs are incurred at the show for services such as electrical, booth cleaning, internet services, floral decoration within the booth and drayage also known as material handling.

Consequently, cities often promote trade shows as a means of economic development.

Exhibitors attending the event are required to use an exhibitor manual or online exhibitor manual to order their required services and complete any necessary paperwork such as health and safety declarations. **Trade Fair Objectives** need to be achievable within context to the firms' resources, they need to be quantifiable and mechanisms must be in place to monitor their achievement.



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### 4.8.1. Trade Fair: Uses & Abuses

#### A Trade Fairs

They have been the primary marketing medium of exporting countries. The exhibits are confined to one industry or a specialized segment of a special industry. They are more commonly known as trade fairs. Historically, trade fairs have been the primary marketing medium of exporting countries. Initially, trade fairs were horizontal in their organization, with various products and/or services in specified industry groupings. A vertical organization is more commonplace today with the exhibits being confined to one industry or a specialized segment of a specific industry. Buyers are usually business members of an industry and often must be pre-qualified to attend the fair.

The China Import and Export Fair, also called the Canton Fair, have been held twice a year in spring and autumn since its inauguration in 1957. It is China's largest trade fair, presenting complete varieties of goods with a vast attendance and business turnover. Preserving its traditions, this Fair is an event of international importance.

#### B) Trade Shows

Trade shows are b2b events. Companies in a specific industry can showcase and demonstrate their new products and services. Generally trade shows are open to trade visitors. They are attended by company representatives and members of the press. Nowadays, some of the trade shows, especially those for consumer goods, are also open to the public. Examples of trade shows are CeBIT and Hong Kong Electronics Fair I.T. industry.

Historically, trade shows have been conceived of as vehicles of communication with company exhibits fulfilling an advertising and display function. Over time, this view has been challenged and replaced with the view that trade shows are primarily events where products and services are sold, or contracts and rights signed. However, in some instances, product or service offerings and buying processes are regarded as too complex to permit full assessment or commitment to be made on-site. In such situations, trade shows, at best, are likely to generate sales leads to be followed up afterwards. In the 1980s, a broader view of trade shows became more accepted. Several researchers argue that companies use trade shows to pursue multiple objectives beyond communications and selling.



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Trade shows or b2b shows do have certain distinguishing characteristics that set them apart from consumer or combined shows. The exhibitor is typically a manufacturer or distributor of products or services specific or complementary to those industries authorized at the show. The typical buyer is an industrial end user, or distributor, within the industry segment hosting the exposition.

Attendance is restricted to these buyers and is often by invitation only. Business credentials or pre-registration are usually required to qualify the buyer as a legitimate member of the trade or industry. An access or registration fee may also have to be paid prior to admission to the event.

Trade show events may be as short as a single day or as long as seven to ten days depending on the markets being served. Some are held semi-annually. Most are held annually, a few biennially. Some large-scale industrial expositions are held once every three to seven years.

**Trade shows are one of the most cost effective ways of promoting your company's products and services.** Prospects you are not even aware of find you at a trade show! Trade shows bring buyers attendees and sellers exhibitors together under one roof. Each has a common goal: to establish or maintain profitable business relationships. **Buyers meeting sellers face to face...no wonder trade shows are so popular!**

### 4.9. Exhibits Are Crucial!

At trade fairs, **the attendee's perception is the exhibitor's reality.** This holds true no matter how large or small your company is, and no matter how limited or vast your products and services are. The attendee will leave with a perception of your company based on-

- a) Your exhibit,
- b) Your booth staff and
- c) The literature and information you provide.

A well thought out trade fair program can level the playing field for smaller companies. A \$100,000 start-up company with an effective exhibit, skilled personnel and nice literature will look better to an attendee than a \$100,000,000 company with a poor exhibit, an unprofessional booth staff and poor literature. Who will get the sale? On the other hand, a larger company willing to invest more in its trade fairs can set itself apart from the competition with a larger and/or nicer

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exhibit. Just remember, the image you portray at the show will be the attendee's perception of your company. Make it count!

### 4.9.1. The Importance of Planning

**Planning is the key to achieving a high return on investment from your trade fairs.**

Every year, companies across the globe invest thousands of hours and millions of dollars on trade fair exhibits. The planning process spells migraine for many, while others avoid the subject entirely, finally making panicked decisions at the last minute. There is a way to streamline this process, cut the anxiety and come together on schedule and under budget to create a successful show.

**Step one is to define your purpose at the show.** For most, it is to sell products and services, educate clients, build lasting relationships and of course, see what the competition is doing. Determining which of these is most important can offer direction in structure, layout and graphics during the exhibit design process.

**Step two is determining your budget.** There are many factors to consider when planning your budget. Allowances for show services booth space, install and dismantle, electrical, etc., exhibit design and manufacturing, staffing and transportation, shipping and storage, and promotions need to all be considered when budgeting.

**Step three is to plan.** Plan your exhibit. Make your show arrangements. Make your travel arrangements. Plan your promotions.

**Step four is to put your plan in motion.** All the planning has to come together seamlessly.

**Step five is to analyze post show results.** Did the show meet your expectations? Did you reach your goals?

### 4.10. Choosing a Trade fair

So, you want to exhibit at a show? How do you decide which one? Well, start with your customers. They will tell you which shows they like to attend. Trade publications publish industry calendars that list every show of importance and the factors to consider, such as number of attendees, dates, locations, etc. Your

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vendors are helpful with ideas also. Most industries have at least two major shows that everyone attends.

Questions to consider when searching for that perfect show are:

- How many people will attend, who are they and what do they buy?
- Does the show's attendee base match my target market?
- How many of these attendees matter to me?
- How much will it cost to reach them?

Compare shows and make informed decisions based on these factors.

### 4.11. Selecting Booth Space

**Space? How much should I have?** That depends on a number of factors. First, how many salespeople will be working the booth? Typically, each salesperson is given 25 to 50 square feet of space. Next, how much product will you be displaying? Will you need room for a conference area, demos, and storage? Finally, how many clients and prospective customers do you expect? The ultimate goal when choosing exhibit space is to have **room for all visitors** without too much additional space.

**Example:** If you expect 100 visitors per day at your booth, and the show runs for 5 hours each day, this calculates to 20 visitors per hour. Assuming each salesperson can 5 people each hour, you will need 4 salespeople in the booth at peak hours. This means you will need 100 to 200 square feet of space plus space for products, demos, conference and storage.

Remember, the goal is to accommodate all visitors without waiting and without overcrowding, but too much space can make it look like nothing's going on in there!

### 4.12. How do you choose your exhibit space at a show?

First determine what is available to your company. It is important to know that show management gives priority repeat exhibitors and larger exhibitors, so a smaller, new company may have limited booth space choices.

Go over the **floor plan** carefully, keeping in mind the following desirable locations:



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- Near the center of the hall
- Near industry leaders
- Near rest rooms and restaurants
- On aisles leading to meeting rooms

Areas to avoid include:

- Behind barriers such as walls and columns
- Areas with low light
- Dead-end aisles
- Near freight entrances and utility sources
- Extreme corners of the exhibit hall
- Aisles farthest from the center

### 4.13. Choosing a Display

**You have an exhibit space, now what? You need a display.** Although there are dozens of display styles, they are generally grouped into three categories: portable, modular and custom. As you consider the choices, make a list of what you want to accomplish at the show. Then you can choose the display that best matches your needs. For example, if displaying products is most important, shelving, graphics and other forms of product display need to be an integral part of the design process from the beginning versus an afterthought. If building relationships is priority one, a conference area should be considered. **By defining your purpose and deciding which elements of that purpose take priority; your company can make the most of valuable trade fair space.**

### 4.14. Portable

A Portable display is generally defined as a structure that can be shipped via, or transported in most vehicles. They are easy to assemble usually by one person with no tools.

A Pop-up display consists of a collapsible frame that expands to create a back wall for attachment of graphic mural panels and/or fabric panels. When using graphic mural panels, the graphics will hang directly on the frame's hardware. This will create a large 10' wide x 8' tall, virtually seamless graphic image. Graphics that are displayed on fabric panels may come in various shapes and sizes. All of the panels and graphics for Pop-ups can usually be rolled and placed directly in the case.

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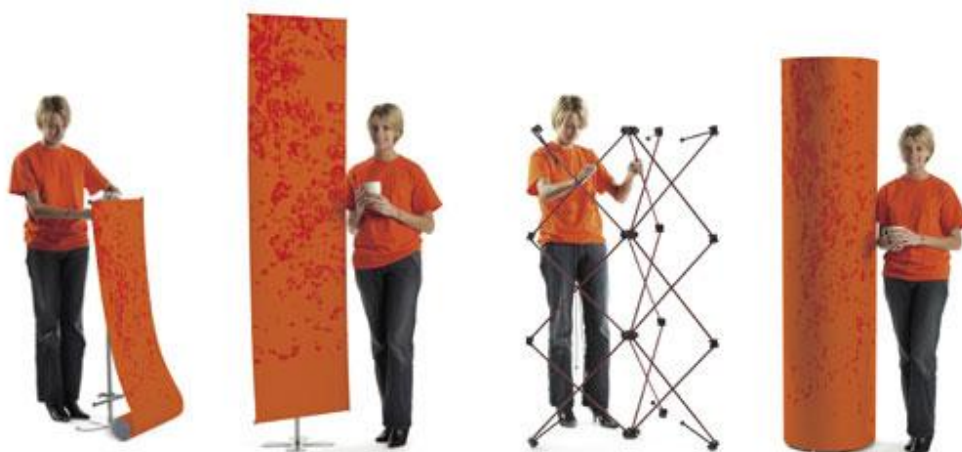
Pop-up displays have quick set-ups, are easy to use and are affordable, making them one of the most popular display systems on the market. The downside is that Pop-ups are so popular and inexpensive to own that they have become commonplace at shows. It's hard to stand out from the crowd when your display looks the same as everyone else's.

### 4.14.1. Panel Displays

Panel displays consist of thin, flat panels usually 2' x 4' that fold for storage and shipment. These systems are offered in a wide range of models. Normally they consist of individual panels that are connected on-site, or permanently hinged panels that simply unfold to create a display. Panel systems can be used as tabletop displays or stacked on top of one another to create floor model displays. **Good Panel displays are structurally sound and capable of having shelves, slat walls, TV/monitor stands and other accessories.** Panel displays usually take longer to set up than Pop-up displays, but are more versatile.

There are various other Portable displays that fall outside the Pop-up and Panel categories. These displays utilize a variety of structural systems to create back walls and other display elements, some with and some without tools. These systems are great when used alone or in conjunction with other display systems to create a different look.

### 4.14.2. Modular Displays



Modular displays are hybrid structures that attempt to give the look of a full Custom display in a lighter and more portable format. As the name suggests, this



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system uses **modules of varying types panels or frames that connect to form a display**. Most Modular displays offer a virtually limitless array of finishes including metal and wood laminates, graphics, etc. The best part of this display is, when properly designed; it can easily be reconfigured to meet booth space, size, or structural requirements, modified, and added to over time. Plus, if a single panel is damaged, it can be replaced without replacing a large section. These systems are stronger and heavier than Portable displays, but are weaker and lighter than most Custom displays.

### 4.14.3. Custom Displays

Full Custom Displays are generally designed from scratch and constructed of wood, metal or other substrates. These are high-end displays, and the price will usually reflect that. **Since each Custom exhibit is designed and created with your specific needs in mind, it is unique to you.** And it can provide virtually any solution you need. There are no limits. Most anything you dream can be made a reality. Hardwood floors, revolving areas, two-story structures and anything else you imagine.

Custom displays cost more to transport and manage; however, much of the cost is determined by how large of a booth space you are filling. Custom displays are utilized in 10' x 20' or larger booth spaces most of the time. However, 10' x 10' custom spaces can really make your company stand out. No matter which type you choose, have your designer incorporate future additions and upgrades into your original design. Having it built with a long-term plan in mind will save money in the long run on these additions.

**So, with this vast array of products to consider, which style is best for your exhibit needs?** Portable, Modular or Custom? The best thing to do is to find a professional to help you decide what is best for you.

#### **Find a Professional**

The type of display style that will work best for you depends on many factors. You will need to find a professional display provider with whom you can discuss your **goals, needs and budget**. Let the professional make recommendations as to which systems will best meet your specific requirements.

### 4.15. Trade offs



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You must realize that you cannot have your cake and eat it too. All display decisions involve tradeoffs. The more you want to accomplish and **the better you want to look, the more you'll need to spend**, and the more you'll get out of the show. For example, you can't have a high-end, modern 20' x 20' exhibit with all the bells and whistles that packs in your car. You can't have a strong, sturdy 10' x 20' exhibit with shelves and counters to display your product that sets up in only 20 minutes. The more you want, the more you'll spend, and greater the impact you'll make at the show. So, as you think over the options, make a list of what is most important to you, and **make your decision based on those priorities**.

### Storage

Portable and some Modular displays can be stored in your office building. For larger Modular displays, you'll need a truck-high dock to unload them from the truck into your building. Custom displays in wooden crates will also require a forklift.

#### 4.15.1. Set Up/Dismantle

Who will be setting up your display at the show? Be sure to check the exhibitor manual of the show you are attending to see what restrictions are in place. In union venues you have to employ union carpenters and electricians for set up which is expensive. Portable Pop-up and Panel displays usually are the quickest to set up, but it depends upon the size of your display.

Figure on about an hour of total set up time per 100 square feet of booth space. Pop-up displays assemble in 15 minutes very quickly, but by the time you put out your literature, wipe off the display and arrange lighting and other accessories, an hour will probably have passed. **To keep costs down, only use the hired labor to do the main set-up work, then come back later to wipe down, make adjustments and put out your literature.**

Modular displays have to be assembled on-site to create the structure.

#### 4.15.2. Booth Space Size

Do you use the same booth size at every show, or does the display need to be flexible to accommodate different booth sizes? **Most displays can be designed to convert to different sizes.** If you are spending enough to have a 20' x 20' or larger booth space, you'll probably want to consider a higher-end Modular or Custom.



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Portables can be configured for larger spaces, but they are probably not the best options. If 10' x 20' or smaller is your size, any display style would probably work. Even if you have the minimum booth size 10' x 10' at most shows, you can still make a bold statement by using a Custom display. If designed properly, all three styles of displays can work in any booth size.

### 4.15.3. Products and Services

If you need to show lots of products, you'll need shelves, counters and cabinet space. These needs can best be met with a Custom display, but you can also use a Modular or Portable panel display. A Pop-up just doesn't have the strength or stability to hold heavy items. For services, Portable Pop-up displays are a great option because they offer large, virtually seamless graphics, or Modular and Custom displays can be designed with large flat areas to hold large graphics.

### Other Factors

What functional features do you need? If you need private or semi-private areas with tables to conduct business, conference areas can be incorporated in Modular or Custom displays. Do you need a lot of storage space for giveaways and personal items? If so, you should either stay away from Portable Pop-up displays (no storage), or purchase matching cabinets to give you the storage space you need.

### 4.15.4. Graphics

Your exhibit is only as good as your graphics!

You need to get three powerful messages out to your visitors and show attendees:

**1. Who are you?** It is important to get your name and logo up where people can see it. Use simple visuals and easy to read fonts. No need to get fancy.

**2. What do you do?** Give a straightforward, easy to read statement about your product or service offering. This will help the attendee decide if he/she should stop by your booth.

Sometimes "less" is more here.

**3. Why should I do business with you?**

Go ahead and stake your claim. Get their attention! Make your statement short, memorable, and believable.

It's important to have visuals with short lists of features and benefits. Don't give out too much information, or they will have no reason to talk with you.

Graphics vary tremendously.

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**The three main factors that matter are size, number of colors, and number of images. The key is simplicity!**

- Use bold, contrasting colors, and simple, easy to read fonts.
- Minimize words and maximize pictures. This allows the passerby to grasp your capabilities without too much effort.
- Use lots of light. Backlit graphics are becoming more and more popular because of their visual impact.
- Always keep your main messages above waist level.

Consult your graphics designer for help in choosing colors and images. They know what works. If you choose a display house that has graphics production capabilities, you can be sure that all entities will work together for the most cohesive message and effective exhibit.

### 4.16. Trade Lighting



Companies spend billions of dollars each year participating in trade fairs and exhibitions. Careful attention is placed on the choice of shows in which to participate, the location of the exhibit booth in the show hall, the size and design of the display, the exact colors used in a display, the type and content of graphics to be used, the type and color of carpeting used, what give-a-way item may be used to have a company remembered, who the best personnel is to represent a company and the selection of products to be displayed. All too often, **illumination of the exhibit space is the last item considered**, if it is considered at all!

**The placement, type and quality of lights selected for use in connection with an exhibit are key elements in attracting an attendee to visit an exhibit space.** Prove it to yourself. Go into an exhibit hall during a show and observe the difference between a display with illumination and one without any lights.

Next, compare a display that has planned lighting to accent a particular area or generally illuminate an area to one that has just put lights in its space. The display with planned lighting will always be more pleasing and inviting and will usually have more traffic many other factors obviously contribute to booth traffic as well.



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The use of lighting to assist in the sale of product is not a new concept. Store or retail lighting has been a major part of store planning for decades. A display is simply a portable store. An exhibitor must effectively use lighting to maximize its exposure within the busy space of an exhibit hall.

While there are many factors that contribute to the selection of lighting fixtures to be used in a display, **the primary focus should be on:**

- 1 The fixture's versatility;
- 2 The color output of the light generated from the type of lamp used in the fixture;
- 3 The style of the light fixture; and
- 4 The use of color to attract attention.

### 4.17. Versatility

The first thing to remember is that no matter how much advanced planning you do, the one thing you can not anticipate is the impact the facility's ambient lighting will have on your exhibit scheme. An exhibitor's space may be directly below powerful, overhead, and color altering lights, or located in a dark corner of an exhibit hall. Either location will significantly impact the appearance of a display. As a result, versatility is essential.

Versatility can be achieved by being able to adjust a fixture through a swivel mechanism, moving the fixture arm within the clamping mechanism or by adjusting the fixture by bending an arm if it is a flexible arm.

### 4.18. Color Output of Light

An exhibitor invests substantial amounts of time and money in preparing a display and its related graphics. Isn't it important to make sure that the attendees see the colors and textures selected for the display as they were intended? Style and design considerations are captured in the fixture(s) selected for use. Color output is delivered by the type and quality of lamp used. The following is a general summary of color output of lamps traditionally used in display lighting.

**Incandescent lighting** is a commonly used light source, but the color output of this type of lamp tends to be yellow. An exception here is *Halogen*, which is a type of incandescent lighting. Quality halogen lamps provide good, reliable white color output, enabling the true colors of displays, graphics and products to be seen.



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Incandescent and halogen incandescent lamps are commonly used in a wide variety of arm lights.

**Fluorescent lamp** outputs cover a wide spectrum of colors. Cool white is the most common finish of fluorescent lamps. The output of cool white lamps is a blue/green color. Warm white lamps emit a pink color. Color corrective fluorescent lamps are available (albeit at a price) in some types, but the newer compact fluorescent style lamps are offered in limited color choices. Fluorescent lamps are often used to back light graphics as they have low heat output. These fixtures are inexpensive and are available in a wide variety of sizes and styles.

**Xenon lamps** are lower wattage lamps and usually available in low voltage styles only. These lamps provide a whiter light output than halogen and throw less heat than halogen. A typical application for this style of lamp is in a smaller recessed or surface mounted light fixture.

### Fixture Styles

Many styles of light fixtures are available for exhibit applications. *Long arm* or *stem lights* are commonly used to project light onto exhibit areas and graphics. Typically they mount onto the exhibit using a clamp or mounting device. *Stem lights* are readily available in a variety of quality levels and in varying lengths. They are also available in numerous length straight-arm, curved arm and flexible arm styles. *Arm lights* are available as wall washing lights to provide general illumination in an area) or as spot lights to focus light on a particular area.

Whether you are using a wall washer or a spot light, make sure that it, in combination with its mounting mechanism, provides a wide range of adjustment to provide the flexibility needed to direct the light where it is needed within your exhibit setting.

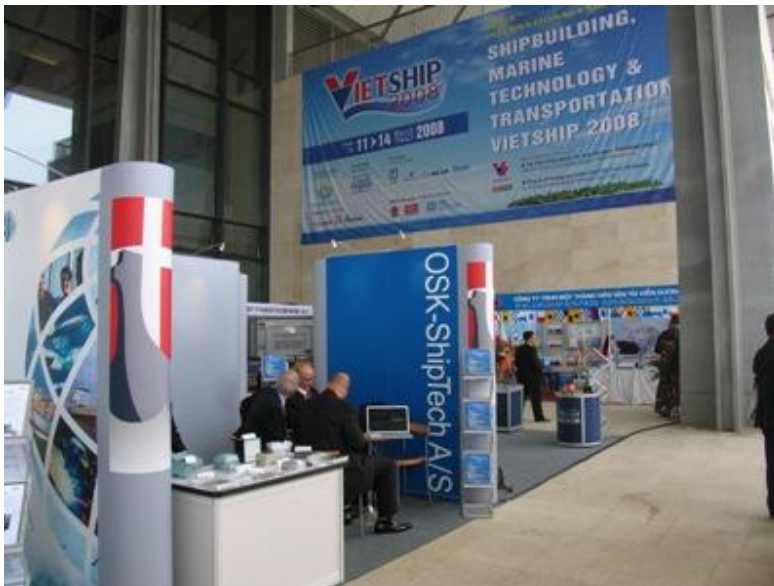
**Track lighting** and systems suspended by cables and rails has gained wide spread use in exhibits when used with connectors that plug into a power source at the exhibit hall. A wide spectrum of track light styles is available providing everything from general illumination to spot lighting effects. Make sure that you select a track fixture head that adequately rotates once installed to provide you with the flexibility that you need.

### 4.19. The Impact of Color

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Perhaps the single best way to attract attention to an area of an exhibit is through the use of colored lighting. Think of a recent trip to the theater. When you look up at the large “can” projector lights, you see colored gels to deliver lighting effects on stage. Well, the exhibit is your stage, so why not use some color to attract some attention where you need it?

Industry statistics show that an exhibitor has approximately 7 seconds to attract the attention of an attendee as he or she passes by a booth. This can be done through unique design, captivating graphics, lighting, booth personnel and the use of color. Why not combine the use of lighting and color to capture your next customer’s attention?



**Color effects can be achieved through the use of a colored lens or filter.** This is referred to as *static color* and the single color selected is what you get for a constant effect. Other products incorporate the use of color wheels that operate on a motor. Color wheels cycle through a pre-selected assortment of colors, delivering changing color effects to an illuminated area.

This changing color creates visual illusions and captures the attention of the attendee passing by.

*Programmable colored lighting* offers the most dynamic impact. Here, lighting programs are stored and played to deliver the exact color demanded by an exhibitor, projecting a program assured to attract anyone’s attention.

Remember, lighting has a significant impact on the outcome of your trade fairs. Select a vendor that will work with your exhibit designs to deliver the impact that you need to stand out in the crowd. Without quality lighting you will be left in the dark as your potential customers pass by on the way to your competitors.



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### 4.20. Accessorize Your Trade Fair Exhibit

Just as in fashion, accessories can make or break your exhibit image. Fabric accessories can tie your entire trade fair exhibit together; creating the image you want to project. Complement your portable display system with a printed table cover or table skirt.

Follow these easy steps to create your professional accessories:

#### Step 1

Choose from several types of table covers including:

- Fitted Sets – One piece tailored unit, no clips needed
- Throw Cover – Versatile & available in standard and economy
- Table Skirt – Pleated skirt attaching with clips
- New Product – Adjust-2-Fit – Adjustable table throw cover to fit both an 8' and 6' table

#### Step 2

Choose the fabric color that best represents your statement. Colors can generate all types of emotions or feelings.

Here are a few common color associations:

- Red – Excitement, safety, rescue, passion, hot
- Yellow – happy, sunny, visibility, cowardice
- Blue – Official business, trustworthy, philosophy, soothing
- Green – environmental, masculinity, freshness, healthy
- Purple – nobility, bravery, law
- Pink – femininity, childhood, fun, sweetness
- Brown – dullness, boring, fertile, strength, poverty
- Gold – money, wealth, luminosity
- Black – business, formal, adult, evil, death
- White – clean, pure, elegant, anti septic
- Silver – sleek, classy, modern
- Gray – humility, depression, strength, wisdom

#### Step 3

Now that you have chosen the perfect fabric accessory, here is the best way to promote your company name:

- Maximize your image area to full capacity at 48" x 20"
- Keep your message/logo simple – too much type can look jumbled and difficult to read





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- Utilize the Pantone Matching Color System to create the perfect ink match

### UNIT 5. TRADE FAIR PROMOTIONS



#### Trade Show Promotion: Getting Media Coverage at Trade Shows

Trade shows can be a golden opportunity for your company to get media coverage. You don't have to be the biggest or the best company to get publicity, though that doesn't hurt. You do have to be topical, different, informative and available. Find a way to emphasize any of those things, and your chances of grabbing coverage for your trade show promotion will rise.

To begin your trade show promotion activities, you first need to identify the relevant trade media that cover your industry. If you haven't contacted them before, this is a good opportunity to make the initial call or send a letter with some background information about your company, your products, and what you'll be doing at the trade show. Because most trade publications have lead times ranging from several weeks to up to six months, it is important for your trade show



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promotion that you make contact as early as possible. Give other media, like daily and weekly newspapers, at least several weeks notice.

One terrific trade show promotion tactic is to try to schedule a new product introduction, update or other announcement to coincide with the trade show. If you prepare a news release to distribute at the trade show, make it do double duty by distributing it to your prospects too. If possible, coordinate your trade show promotion and publicity efforts with the public relations efforts of the show's organizers. Find out if your company's media materials can be included in a press kit distributed by the show's organizers.

Many shows are connected with trade publications, which usually print a pre-show edition. Check on advertising opportunities in the trade show edition of the host publication and make sure the editors know about any news you'll be making at the show. And don't forget to use your own resources for your trade show promotion. Promote your booth on your Web site and consider banner ads for a short time on the sponsoring organization's Web site or online magazine. There should be a press room onsite at the trade show where you can schedule a press conference to make announcements. Other companies will stock the press room with press kits. You should do the same.

Local or regional ties to the trade show can be another trade show promotion tactic, and a great means to set your company apart from the competition. Did any of your executives graduate from a local college or university? Did they grow up in the area or have they worked there? A local angle is sometimes all it takes to get the local media's attention.

Weekly newspapers and business magazines are good trade show promotion media targets. Even small newspapers have business reporters who could write about your company. Larger papers have reporters who cover specific businesses, industries or groups of industries. Find out who they are and contact them before the trade show to let them know about your participation.

Your trade show promotion strategy might also target Internet publications; they are another opportunity to spread the word about your company. Your trade shows contact, trade association or industry group might be able to help pinpoint online publications that plan coverage of the trade show.

And don't forget local television and radio, especially if you have a visually interesting product or if you can tie it in to something topical. Your first contact

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should be to the station's news editors, who are generally in charge of making assignments for reporters. Most television stations and many newspapers have Web sites that tell you how to make contact.

### **5.1. Trade Show Promotion – using gimmicks to promote your booth at the trade show**

Each year millions of people attend corporate trade shows and exhibitions in search of new products and services that will improve their personal and business lives. Fierce competition forces companies both large and small to spend thousands of dollars on displays and booths that will attract prospective clients. Incorporating a magician into your trade show promotion is the perfect way to both draw and maintain a crowd of visitors at your booth above all others.

When a company incorporates a little magic into their trade show promotion they are including a subtle, understated form of promotion. While delegates are sure to remember the illusions and hover around your booth to see what will occur next, they are unlikely to realize the deeper impact that you are having on them as consumers. After all – they are being entertained, not sold to, at this point.

When you contract a magician, not only can you ask them to perform eye catching tricks and illusions to attract attention, but you can arrange with them to undertake a customized program of activities that also incorporates information about your products and services. This makes for a great trade show promotion. This kind of customized presentation highlights the features and benefits of your product, and is a clever way of incorporating what could be a boring multimedia presentation on some booths, into an entertaining interactive activity at your booth.

A trade show magician can take the time to explain your company message and display your product or service to a captive audience. They can take the time because the visitors hovering around your booth will be enjoying themselves and won't be in a hurry to escape from you – unlike other booths with high pressure sales pitches – your crowd will want to stay for as long as possible.

### **5.2. Trade Show Promotion: Generating PR for Your Trade Show Visit**

A well-thought-out publicity approach to a trade show can yield thousands of dollars in free advertising as print space or airtime. Plan your event with publicity in mind, seek media sponsorships, create helpful media kits, make it easy for the media to cover the event and brainstorm story ideas.

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Successful publicity-driven companies start their PR planning weeks—and sometimes even months—in advance. Part of this planning involves establishing relationships with the media that cover trade shows. Sending private invitations to your booth can sometimes set you apart from the other exhibitors. Usually all trade shows have media staff or a PR contact. An important element of your PR planning should be to find out from them who'll be covering what. Ask them for specific names and find out which print media, broadcast media or online sites they represent.

It's also good to search out any story angles the trade show PR staff might be pitching. This shows a good sense of cooperation on your part and saves you the embarrassment of potentially pitching a similar story angle. If one of their angles is compatible with your company, product or service, you can hitchhike on their PR efforts. Contributing newsworthy information works with them as well as other media.

Without question, you must prepare a press release to announce your exhibit. Once again, a newsworthy angle is all editors think about here. You must be different and unique. You must give editors and producers specific reasons why they should visit you over all the other hundreds of exhibitors. Maybe you have a new product to announce, a new member of the management team to introduce or a position that you are taking on an industry issue. These are all newsworthy topics that have a good chance of getting media attention.

Another release idea is announcing that a particular expert from the company will be available for media interviews. Say something like, "Mr. Jones will be available from 2 to 4 p.m. on the first day of the show to explain the methodology used in his research. A FAQ sheet will be available for select media as well as a press kit containing all bio and company information." This indicates to the media that you are well prepared, have selected them out and are ready to help contribute to their publication or broadcast.

### 5.3. Pre- Trade Show Promotion

Promote, Promote, Promote! Take control! Don't leave your success to chance. A profitable exhibition experience depends on the trade show promotion you do before the trade show to assure your clients and prospects come to you.

The first step in your trade show promotion is to identify the audience you want to reach, and then bring them to your trade show exhibit. Develop a focused and



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creative approach to attracting attendees. Statistics prove attendees come to an exhibition with a set agenda of trade show exhibits to visit. Your pre-trade show promotion activity can get you on that list. Exposition attendees respond to invitations offering compelling reasons why they should visit a particular trade show exhibit. The invitation can be in many forms, direct mail, telemarketing, advertising trade show promotion, just as long as it provides meaningful information a little creativity helps, too.

Here are some ideas on how to get your invitation out to your target audience:

- Advertise in trade journals;
- Advertise in the advance show program;
- Add a tag line to all your advertising with the trade show name and your trade show booth number;
- Issue press releases announcing new products and services, key people attending the trade show, and special trade show promotions;
- Hire a celebrity to be at your trade show booth and promote, promote, promote;
- Provide complimentary registration forms to your clients and prospects;
- Mail “personal” invitations two weeks before the trade show and include VIP cards for access to your hospitality suite or lounge;
- Change your postage meter to announce the trade show;
- Mail out cards redeemable for a gift in the trade show exhibit;
- Put stickers promoting the trade show on all company correspondence, including faxes;

Make telephone calls to your key prospects just prior to the trade show.

Pre-show promotion should be a planned campaign rather than a last minute thought. A relatively inexpensive part of your budget, pre-show promotions almost always bring qualified buyers to your booth. Ideas for promoting your presence at a show should be considered just like new product introduction or special event pricing. Some ideas include:

- Personal invitations from sales force
- Special advertising in newspapers or industry publications
- Direct mail to pre-registered attendees and client base
- Telemarketing
- Billboards
- Press releases to trade and local media
- Tag lines on all outgoing faxes and emails



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- Enticement on web pages and emails
- On-hold phone messaging

### 5.4. At-Show Promotions

Once at the show, attendees are inundated with gimmicks – from literature bombardment to useless, cheap giveaways. Remember, the idea is to get people into your booth space – to cross that invisible line – where they can become a potential client, not merely an attendee. How do you do that successfully?

The best activities are those that attract people you want, and no others. Games, presentations, giveaways and entertainment that attract too broad an audience clutter up your booth space with non-buyers and make it harder to satisfy your objectives and goals.

Create an activity that makes sense for your prospects and promote it ahead of time, via show package inserts, fax, email, or invitation only. Let them know what the “game” is and what they must do to qualify to win. If it’s a drawing, make them work for it.

Have them answer three simple questions about your product to be eligible. Moreover, have them fill out a brief questionnaire about their needs before they can qualify to “win the prize”. Whether it is a raffle, a drawing, or a giveaway, make sure the information you gather will allow you to leave with a qualified lead.

Too often, companies over estimate the effectiveness of literature. Show visitors have been trained to expect literature, and the truth is that most of it ends up in the trashcan. Therefore, what you do hand out should be your less expensive pieces, or pieces made specifically for the show. Whatever you hand out, do so personally, within your booth, in exchange for a business card. It is ok to keep a few pieces on a shelf toward the back of your booth, but putting a big stack out front makes it too easy for anyone to grab and run and you lose that contact. Better yet, get the prospect’s information so you can follow-up with literature after the show.

### 5.5. Eight Rules for Giveaways

Handled poorly, giveaways can over attract, drawing crowds too large to give staffers time for meaningful interaction or lead collection. But when premiums are integrated into the entire show strategy, they can reinforce a message, recognize a

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visitor for stopping at the booth, communicate a specific message, or reward a prospect for participating in a demonstration.

Here are some guidelines for selecting effective giveaways:

1. *Concept first; catalogs second.* Understand why you are using a giveaway and what you expect in return before you buy. Rather than perusing the ad specialty catalogs for “nifty” giveaways and premiums, an exhibitor should first ask, “What are we trying to accomplish at this trade fair?”

Can a giveaway or premium help improve the communication of our message?”

2. *Make the prize specific to your business.* Personalizing the giveaway with your business name, address, and phone number, or selecting an item that only your company can provide, such as one of your own products, can accomplish this step.

3. *Be selective; avoid being hit-and-run.* Don’t just hand out giveaways when the mood strikes you. Follow a plan of action. Who do you want to receive the premium? What must they do to get it – fill out a lead card? See a demonstration? Talk to a sales representative? Get something for your money!

4. *Keep the ad specialties out of sight.* Otherwise, curious hands may grab them before you have a chance to engage and qualify the taker.

5. *An effective giveaway has high-perceived value.* That doesn’t mean it has to be expensive. It just has to be perceived as valuable by your attendees.

6. *Useful gifts are retained.* Useless gifts are given to someone else. You want a gift that recipients hang on to, so it keeps reminding them of your company.

7. *Unique is better than expensive.* Find an attractive giveaway that no one else is offering and you’ll gain more attendee interest. Again, the trick is to find a creative giveaway that your show audience will value.

8. *On the desk is better than in the desk.* It will provide a continuous reminder of you, the exhibitor.

### Choosing a Carrier

Now that you have taken careful consideration planning your accommodations and travel, what about your exhibit? It is, after all, the most important selling tool you





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have to offer for this show. Have you given much consideration to the **safe transportation of your exhibit**? While transport may not be a major portion of your budget, it is crucial that you choose the best method for your exhibit. If you are not handling your exhibit personally, you will need to choose a competent transporting company that understands the trade fair business.

Some carriers have a specialized exhibit and trade fair department with a satellite tracking and communication system that can give you real-time progress 24 hours a day via the Internet. It is very important that drivers know how to deck, pad wraps and safely secure your load. Check to see if the carrier has air-ride suspension. This helps to cushion and reduce the vibration of fragile equipment. When transporting your exhibit, you usually have three destination choices: your hotel if it will accept exhibit materials – some don't, your show booth on the day of setup, or to the show manager's advance warehouse.

It's usually better to transport to the advance warehouse to avoid the at-show rush, and your materials will probably arrive at your booth earlier on setup day. Transporting to your booth on setup day usually means that yours will be one of the last to hit the loading dock, leaving you with less time for setup.

Remember, the later you transport, the more you will pay for speed, convenience, and certainty. By setting up accounts with your preferred transporting company, you can arrange for both outgoing and return transportation with your local at the same time.

Consult your show manual for times when your exhibit must be off the floor. This way, you can simply schedule dismantle services and a time slot for your carrier to pick up. You can also elect to arrange return transporting through the show management. Their official transporters will take your materials off the floor and ship to your return address or put in temporary storage if you prefer). This will happen by default if your transporters fail to show up on time.

### **5.6. Setup and Dismantle Help**

Someone who knows your exhibit structure intimately should be on site to answer questions and give guidance. Make sure you have detailed drawings, plans, and setup and dismantle instructions, and photographs of the finished exhibit.



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### 5.6.1. Tips for Success

#### Booth Appearance

- 1. Booth layout is critical.** Never have objects between you and your customer, as this presents a “barricade.” Instead, place tables off to the side and always keep an open entry. This looks more inviting.
- 2. Think of your booth as a billboard.** You have three seconds at 70 mph to attract that attendee!
- 3. Avoid stacking brochures on counters.** Display only one or two copies instead. Doing this creates more of an opportunity for a request from the visitor, which paves the way for conversation.
- 4. Avoid stacking giveaways on tables.** This only attracts bag-stuffers. When you display only one giveaway, you create interest while reducing the “grab-and-run” effect.
- 5. Neat.** Keep your booth neat, clean, organized, and clutter free.

#### Personal Appearance

- 1. Wear appropriate clothes.** You should always dress to create a good first impression. Be clean, neat, and well pressed. Different geographical areas have different “acceptance” codes. For example, the East Coast is more formal than the West Coast. Midwest and Gulf Coast audiences are more relaxed, where open neck sport shirts, sports jackets and slacks are appropriate. As with the East Coast, some professions, such as medical, banking, and business executives, are more responsive to the “power suit” image.
- 2. Wear comfortable shoes!** At a trade fair, your feet are your friends, and comfortable shoes are mandatory. Never wear new shoes! Also make sure your shoes are appropriate for the way you are dressed ex: recreational shoes are not appropriate for an indoor show, but may be fine for a boat show.
- 3. Be polished.** Neat hair, clean fingernails, minimal jewelry and minimal makeup are a must.

#### “Boatmanship” and Manners

- 1. Always wear your badge on your right side.** This makes it easier to read during the introduction and shaking hands.
- 2. Introduce yourself by full name and company.** Don’t assume they read your badge.



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**3. Treat business cards with respect.** When someone gives you a business card, look at it! Grabbing the card and stuffing it in your pocket or in the “drawing box” is considered rude and disrespectful. Use the person’s name in conversation and when thanking them for stopping by. When they have left your booth, write something memorable on the back of the card to help you recall your conversation with them. Something personal, their needs, or a passing comment you can later refer to in follow-up makes a great impression.

**4. Stop talking and listen.** It is impossible to uncover your visitor’s needs if you are doing all the talking. They stopped in for a reason. Find out what it is.

**5. Stand up straight.** Always look honored that they have chosen to stop by your booth.

**6. Make eye contact.** This shows that you are focused on them and not your surroundings.

**7. Keep your arms unfolded and hands out of your pockets.**

Crossing your arms makes you look like an unapproachable palace guard. Your hands should be used for introductions and emphasis rather than tinkering with your keys.

**8. Avoid asking, “May I help you?”** The most common response to this question is “No, I’m just looking.” And you’ve lost a prospect.

**9. Never use your cell phone in the booth.** Step away from your space if you need to make a call.

**10. Never smoke, eat, drink, or chew gum.** It looks unprofessional.

**11. Be aware of how your breath smells.** It sounds trite, but avoid those smelly foods that cling to your breath and clothes. This includes alcohol consumption the night before. Keep breath mints on hand and use them discreetly.

**12. Don’t be caught sitting down in your booth.**

This makes the prospect feel he is an annoyance.

**13. Don’t over engage in conversation with your booth mates.** This gives the impression you are too busy to be bothered.

**14. Smile and be pleasant.** This one never gets old to the show attendees.

### 5.6.2. Save the Day: What to include in your Tool Kit

Since it is hard to imagine just what you may need at a show for repairs and other happenings, we’ve made it easy by putting together this show **survival tool kit**.

#### Here’s what to include:

- Scissors
- Utility knife
- Packing tape



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- Hook and loop tape
- Staple gun
- Tape measure
- Duct tape
- Extra light bulbs
- Flashlight
- Extra batteries
- Extension cords
- Permanent markers
- Address labels with your company name
- Screw drivers – regular and Phillips head
- Small pliers
- Basic first aid kit
- Disposable camera

### **Show information materials to have on hand include:**

- Exhibitor manual, contracts, correspondence, and completed forms
- Return shipping labels, bills of lading
- Contact names and phone numbers
- Tickets, hotel and car rental confirmation numbers
- Extra set of assembly instructions
- Crate Manifest-a list of what is in each crate and number of crates
- Checks and credit cards
- Handouts and giveaways
- Business cards
- Brochures
- Pens

Now you're ready! All of your planning will now come together for a successful show. Stay calm! Work hard! Have fun!

### **5.7. Service after the Show**

The show is over, the exhibit long packed up and sent on its way and you're back at the office for a review of just how the show went. **Did you meet your company's show objectives?** Did you receive the return on your show investment that you projected?

Of the many things that happen after the show, the two most important are order fulfillment and lead follow-up. A good rule to follow is the **"48-10-30 Rule"**.



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Follow up with the customer within **48 hours** after the initial contact via email, fax, phone, etc. Make sure that you actually talk with that contact within **10 days** to **“investigate”** any opportunities that may be left hanging.

This is also a good time to bring up something personal that you learned about that person at the show. “Did you enjoy your vacation to the Bahamas after the show?” “Did you ever recover your lost luggage?” These types of questions show that you took a personal interest in that person. Impressive! A third contact should be made within **30 days**. Remember, most successful sales efforts face five “No’s” before getting first “Maybe.”

### 5.7.1. Review and Evaluate

A quick debriefing at the close of the show should help bring to light what worked and what didn’t work during your show, thus, enabling you to focus in on the show’s successes and adjust your plan for future shows.

#### **Some key items of discussion may include:**

- Were the number of leads / orders received in-line with our expectations?
- Did we meet and attract our target audience?
- Did our booth presence position us as a leader in our industry?
- Was there enough literature, product, demos, giveaways, etc. on-hand?
- Did our exhibit portray the image we wanted?
- Was our corporate message clear to those attending?
- What did we learn about our target audience as well as our competition?
- What worked at the show? What did not?
- Are there areas where we could improve?
- Was there something we saw that might work for our company?
- Did we have sufficient staff to man the booth?
- Was the return on investment in-line with corporate goals?
- What could we have done differently to make our show a bigger success?

Don’t just discuss these items. Write down the comments and suggestions and then distribute them to your marketing / sales staff with an action plan scheduled for implementation for your next show. Track the outcome of any changes or new items incorporated and make those successful ones a part of your standard show procedure.

### 5.7.2. Follow up immediately



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There's an old saying "an old lead in a desk drawer is not a dead lead, it's a fire hazard." The key to measuring success from your trade fair is to follow up immediately on your sales and leads from the show. When it comes to lead follow-up there are two ways to do it: do it right and do it now!

Many companies already have in place a procedure to follow up on their show leads. Some send the leads back to the home or district office each day after the show electronically or hard copy (via carrier) to help expedite the process. Others gather the leads at the end of the show, carry them back and sort and distribute accordingly. Remember, your competition may be following-up on the same lead and thus it's imperative that the reaction time is as fast as it can be.

Some helpful hints regarding lead and order follow-up:

### **Prospects:**

- Track the total number of leads you received.
- Make sure that leads on forms or business cards contain notes and information that will be helpful in following up.
- Distribute leads immediately to your sales or marketing force.
- Before you give a lead to a sales rep, make them agree to give you an update on the lead after 30, 90 and 180 days- then hold them to it.
- Follow up with literature, letter and phone call.
- Always make sure to tell the prospect or client "Thank You" for visiting your booth, taking time with you, and for allowing the follow-up.
- Make sure to let your prospect know who their contact person in your organization is, as well as your nearest location to them.
- Personalize your follow-up; penetrate the account getting all potential contacts within.
- Make sure your staff is well versed in your products / services so they are prepared to answer any prospect questions.
- Establish the prospects' needs and time frame.

### **Clients:**

- Contact them immediately after the show.
- Thank them for visiting your booth and spending time with you on the show floor.
- Address any request literature, new product information, etc. at once.
- Follow-through: acknowledge and confirm all orders placed with special attention to deadlines.
- Make sure your client is up-to-date on all new company offerings and products.
- Check all internal customer changes that might impact future business.



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- Check to see if there were any new items of interest to the client; target these areas for potential new sales.
- Confirm who is involved in the buying decision process.
- Ask how your company can expand its supply partner relationship with the client.
- Look for and take action on all potential opportunities.
- Ask your client for referrals, a great lead source for you.

**The key to every successful show extends beyond the exhibit hall and trade fair floor.** All of the pre-show promotion hype and show floor activity is worthless if there is not an aggressive, effective post-show follow-up procedure. Remember, when you set up your booth at the next venue and find that fishbowl full of leads from the last trade fair, you've effectively wasted time, efforts and resources on leads that were never followed up on. Did your competition do the same?

**Trade shows represent a powerful opportunity to enhance brand and product visibility, promote new and existing products, generate leads and drive sales.**

In addition, show participation enables you to learn about industry trends, gain competitor insights, make key industry contacts, and further solidify relationships with current customers.

The articles, tools, and resources provided on this site will give you the depth of information you need to successfully leverage all aspects of your event to enhance awareness, capture new business, and advance current customer relationships. You will learn how to:

- Establish meaningful goals, masterfully plan your strategy, and measure your return on investment
- Implement powerful, memorable marketing initiatives before, during, and after the event
- Choose the best type of exhibit display booth that meets your promotional needs and budgetary requirements
- Effectively utilize display accessories, banners, graphics, lighting, design, and materials to heighten visibility and drive sales
- Select giveaways and promotions that complement your company image and message
- Ensure those working the show are well trained to fully represent your company, generate leads, and secure sales

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While every organization has different goals and objectives for participation, you will read and learn about best demonstrated practices across the trade show spectrum that you can readily apply based on **your** definition of success.

### **5.8. HURDLES OF TRADE FAIR**

Trade fairs are complicated. There are many obstacles that every show must overcome, that every exhibitor must face, and every attendee must hurdle.

#### **Exhibitor Hurdle #1**

Upper management doesn't know or doesn't care!

Historically, people have approached trade fairs in the as necessary evils, an expensive habit. If we don't exhibit, our absence will speak louder than our presence is the battle cry. But this is really a head-in-the-sand attitude. The fact is, 85% of repeat attendees actually recommend purchases in their company, are the final decision-maker, or are a heavy influencer in selecting specific suppliers for their companies. These facts alone should open the eyes of any senior manager to opportunity.

#### **Exhibitor Hurdle #2**

Exhibit staffers aren't educated on how to work a trade fair. It makes perfect and logical sense to look for qualified prospects. Unfortunately, most of us have grown up in the "traffic is king" mentality regarding trade fair success. If they come into our booth and act interested, then they must be a prospect! By educating staffers on how to cull out those top quality leads, or at the very least, solid inquirers, exhibitors can really push their success level up.

#### **Exhibitor Hurdle #3**

Lack of communication and coordination between all departments affect the trade fairs. No corporation is alike. Some put a salesperson in charge of trade fairs. Some put a marketing person in charge. Others put somebody from the corporate communications department in charge. But then that department communicates with a one-way monologue, telling the other departments what to do and expect. A well-run exhibits department involves everybody in the planning and implementation process from the very beginning.

#### **Exhibitor Hurdle #4**

Corporate management doesn't hold salespeople responsible for following up on leads. Salespeople simply get away with poor follow-up because there aren't any consequences for failing to do so.





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### **Exhibitor Hurdle #5**

Corporations confuse busyness with effectiveness. There are leads and there are leads. According to every study we've all read, we've got 86% of exhibitors looking to generate leads at a trade fair. Yet the vast majority doesn't know exactly how many leads they're looking for! Instead, they design their booth and trade fair strategy to attract anybody who can fog a mirror. Hey, I gave away 5,000 fuzzy birds. It must have been a successful show!) Frustratingly, year after year, corporations continue to approach trade fairs the same way. Is it any wonder that the vast majority of corporations tend to look at trade fairs as expensive exercises in futility?

### **Exhibitor Hurdle #6**

Trade fairs aren't just a single marketing tool; they're a potential combination of **every** marketing tool. An exhibitor can use direct mail, telemarketing, trade ads, billboards, the World Wide Web, face-to-face, and every other marketing tool known to man to help promote their existence at your show. Yet, how many of your exhibitors understand this, let alone are capable of coordinating such an effort?

### **Exhibitor Hurdle #7**

Exhibitor managers are forced to learn on their own. Over 80% of exhibitors say that nobody taught them how to prepare for and work a trade fair when they first started. They all learned by watching the other exhibitors. This develops an "**expertise**" that is based on conformity. Getting the most out of your trade show experience is one of the biggest hurdles in business. How do you do it effectively? Use a little motion!

### **Here are thoughts on selling at Trade fairs:**

You don't have to shell out big bucks for a huge exhibit we needed a big display area to accommodate our makeshift shooting range) or expensive gimmicks the gunslinger for hire didn't work for peanuts. Virtually any physical motion ... even motion on a TV or computer screen ... will draw a crowd like moths to an open flame.

If you don't believe me, here's **a cheap idea you can try at your next trade show...**



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On the table in front of your booth, where you keep product samples and sales brochures, place a large goldfish bowl. Fill it with water and put in a big goldfish or two. Add a small pump with an aerator to create some noise and bubbles. I guarantee people will slow down and stop - much more so than normal.

If you can, tie this gimmick to your product. For example, company selling window treatments could say, "Stop feeling like you're living in a goldfish bowl when neighbors look through your windows." But it isn't necessary. Even if it's unrelated to your offer, motion, interactivity, and animation can get people to wake up and take notice. Think about it. When you are in a mall or on a busy street and you come across an electronics store with a TV in the window, people are always standing there watching it in fascination - as if they'd never seen one before. A similar ploy works with pet stores that display puppies in their window. No matter what product or service you are selling, you can probably find an opportunity to work movement or interaction into your **sales presentation**.

### 5.9. GAUGING COST EFFECTIVENESS

When preparing your budget it is worthwhile to segment your direct and indirect costs into two areas. Firstly there are direct costs such as payment for stand space, construction and fitting out of the stand and other costs such as special literature. Secondly there are indirect or hidden costs such as staff time in preparing for the exhibition, expenses and other costs incurred while working on the exhibition and promoting it. When preparing your budget it is worthwhile to segment your direct and indirect costs on your budget sheet. Remember to include all fixed costs from advertising your presence at the event in national and local press.

First consider the type of event you will be exhibiting at. Look at the literature sent by the stand organizer, which will show the number of visitors and the type of visitors. Like a sales forecast, create an exhibition forecast of the number of sales prospects and sales closures that you expect over the duration of the exhibition.

#### **Time table**

The brief is the culmination of ideas, suggestions and requests by all concerned to arrive at a suitable exhibition stand. It contains all product details, including the size, weight, colour and power requirements of all products, preferably illustrated by brochures. It should indicate which are to be working exhibits and which need safety rails or other precautions. It indicates the order of exhibit importance so that the designer knows which are to receive greatest prominence. Captions and copy

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should be included and where the final caption detail is known, an indication of the amount of copy should be provided. Slogans and headlines together with any associate colour and logo reference should be made available. The suggested number of 'selling stations' (depending on the product and stand size) should be suggested to the designer. The office, storeroom and entertaining area should also be noted.

Machinery exhibits often need time to be plugged, while computers and some electronic equipment require 'clean' electrical points as well as absolutely level base. The designer must know this, just as he needs to know the electrical energy demand and if it should be single-or three-phase power.

Many companies like floral decoration or have a preference for a particular style of furniture. The brief must convey this to the designer. In preparing a brief it is customary, indeed essential, to start at the floor and progress upwards to the top. Nothing is then forgotten. Most briefings are written and then discussed face-to-face with the designer so that any nuances can be clarified. The brief usually contains six sections:

1. Site and show details
2. Exhibitors' general views
3. Definite requirements
4. Company particulars
5. Proposed budget
6. Timetable

After considering any comments made by the chosen designer, an appropriate stand site can be finalized with the exhibition or trade fair organizers. In the meantime, discussions can commence with the designer and a rough general visual of the proposed stand can be prepared.

### **Budget headings**

Most exhibitions and trade fairs contain very similar ingredients. It is possible, therefore, to devise a budget structure, which should meet the needs of most exhibitors, whether at trade fairs or public events. The costs will always be either 'bought in' or 'internal'. The headings in our sample format will provide a basis that can be used to meet most situations that will arise. However, because all exhibitions and trade fairs are different it is not possible to be totally accurate in allocating headings.



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It is recommended that the budget column should be completed at the outset and the actual figures inserted as soon as they are known. This will establish a tight budget control.

### 5.10. BOUGHT-IN-ITEMS

1. <b>Organizer's charges</b>	Budgeted cost	Actual cost
Exhibition space .....		
Shell scheme stand .....		
Tickets, passes and staff badges .....		
Exhibition catalogue advertisement .....		
<b>2. Specialist charges</b> .....		
Exhibition stand designer .....		
<b>3. Stand contracting charges</b> .....		
Stand fitting .....		
Electrical .....		
Plumbing .....		
Furniture and floor covering .....		
Floral decoration .....		
Typesetting and captions .....		
Photographs .....		
Stand cleaning .....		
Exhibit transportation .....		
Machinery lifting .....		
<b>4. Publicity and promotion</b> .....		
Newspaper advertising .....		
Trade journal advertising .....		
Design and production .....		
Brochures and leaflets .....		
PR staff and expenses .....		
Photography .....		
Special promotions .....		
Entertaining .....		
<b>5. Internal and staff</b>		
Exhibition preparation .....		
Transport .....		
Staff uniforms .....		
Staff subsistence .....		
Hotels .....		
Temporary staff .....		

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Travel allowance .....

Provisional total .....

Estimated/actual total .....

### Space rental costs

The space rental costs are determined by the stand size one needs. This is determined by the objectives, which in turn are dictated by the size and number of products the organization wishes to display, the demonstration requirements both static and moving, the targeted number of stand visitors and staffing members and whether one needs a hospitality area on the stand.

Onsite services can be expensive and this is where you must carefully determine what you need and what the organization can afford. Good planning and awareness will help you control your stand services charge.

1. What will be the total requirement for electric power?
2. What are the start up and running loads for the machines?
3. Can some or all of the machines and lighting be run from a pre-wired and constructed control panel?
4. Will water and compressed air ratings enable to make multiple connections?
5. What have we chosen to display?
  - Photographs
  - Models
  - Static displays
  - Working displays

### SUMMARY

There are a number of companies hosting and organizing events on a regular basis. These range from the small time private events to the large-scale international events. Yes, the large scales one do happen far rarer, but then the amount of returns they churn out is far beyond expectations. However, in the past there have been events that have also resulted in losses to the hosts and sponsors for varied reasons. But then, all said and done, **event management is about organization and execution**, and that is precisely where the money lies. Those in the field are paid for their services.

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The **Event Manager is the person who plans and executes the event.** Event managers and their teams are often behind-the-scenes running the event. Event managers may also be involved in more than just the planning and execution of the event, but also brand building, marketing and communication strategy. The event manager experts at the creative, technical and logistical elements that help an event succeed. This includes event design, audiovisual production, scriptwriting, logistics, budgeting, negotiation and, of course, client service. It is a multi-dimensional profession.

Event Management is a multi-million dollar industry, growing rapidly, with mega shows and events hosted regularly. Surprisingly, there is no formalized research conducted to assess the growth of this industry. The industry includes fields such as the **MICE Meetings, Incentives, Conventions and Events, exhibitions, conferences and seminars as well as live music and sporting events.**

When **preparing an event management budget**, usually one maintains a margin of 5% to 15%, which is also called the buffer margin, just in case the budget exceeds the actual, placed on paper. It is important for the event manager, or marketing manager to provide the budget to potential sponsors, so that they can decide how much, or which section of the event they would prefer to sponsor in order to gain maximum mileage. For instance, there are some companies who decide to sponsor the entire ground for the event, while other companies pay for the printing of tickets and other material. The amount a company is ready to sponsor decides the kind of mileage they are given.

In the world of marketing '**promotion**' generally refers to a one-off event that provides a stimulus for the public to buy a service or product. A special event can be part of a more general promotion campaign of a company wanting to draw attention to their product. A local council may create a festival as a way of promoting their region.

This is **delivering the promotional message straight to the interested individual.** The basis of direct marketing is the establishment of a data bank and a strategy to best reach those individuals. The **mail** out is the most common traditional method. The database can be created from previous events through competitions, guest books, inquiries, and point of sale information or just by asking the participants if they would like to receive information on other similar events.

**Exhibitions and trade fairs** are part of the process of product marketing. They have advantages, which other forms of marketing and promotions cannot offer.

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They provide the opportunity for large numbers of buyers and sellers in an industry to come into direct contact with each other in one place at the same time. Products of interest to the buyers can be viewed at the time that discussion is taking place, allowing the opportunity to handle, examine and compare with other products, go away to examine other company's products and return again for further examination, all within a short space of time.

A **Trade Fair** or **trade show** is an exhibition organized so that companies in a specific industry can showcase and demonstrate their new products and services. Some trade fairs are open to the public, while others can only be attended by company representatives (members of the trade) and members of the press, therefore tradeshow are classified as either "Public" or "Trade only".

**Trade shows** can be a golden opportunity for your company to get media coverage. You don't have to be the biggest or the best company to get publicity, though that doesn't hurt. You do have to be topical, different, informative and available. Find a way to emphasize any of those things, and your chances of grabbing coverage for your trade show promotion will rise.

When preparing your **budget** it is worthwhile to segment your direct and indirect costs into two areas. Firstly there are direct costs such as payment for stand space, construction and fitting out of the stand and other costs such as special literature. Secondly there are indirect or hidden costs such as staff time in preparing for the exhibition, expenses and other costs incurred while working on the exhibition and promoting it. When preparing your budget it is worthwhile to segment your direct and indirect costs on your budget sheet. Remember to include all fixed costs from advertising your presence at the event in national and local press. First consider the type of event you will be exhibiting at. Look at the literature sent by the stand organizer, which will show the number of visitors and the type of visitors. Like a sales forecast, create an exhibition forecast of the number of sales prospects and sales closures that you expect over the duration of the exhibition.

### QUESTIONS FOR PRACTICE

1. State the importance of exhibitions.
2. Give the objectives of an exhibition.
3. What is meant by direct contact?
4. Explain exhibitions as a tool of PR?
5. How can press promote an event?





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6. State some of the publicity inputs for promoting an event?
7. What is meant by display material in an exhibition?
8. Why are trade fairs conducted?
9. What is meant by Stand Design in an exhibition?
10. Cite the methods to ensure cost effectiveness of managing an event.
11. Name the various promotional materials used to publicize an event.
12. Discuss the need of event management.
13. Enumerate the steps involved in designing the material for display in an exhibition.
14. What is the role of event management in organizations? Discuss the importance of exhibition.
15. How is an exhibition advantageous over other devices of promotion or event management?
16. What are the ways to choose right exhibition? How is it decided about participation?
17. Write a note on role of press in promoting an event.
18. What are the uses and abuses of trade fairs?
19. What are the methods and importance of gauging cost effectiveness of managing an event.
20. Describe the steps that go into developing publicity and promotional material for an event.

### **SUGGESTED READING**

1. Event Management by Sita Ram Singh
2. Event Marketing & Management by Gaur Vikas Publishing House Pvt Ltd
3. How to Plan Exhibitions by Lain Maitland Continuum International Publishing Group
4. Event Management by Lynn Van Der Wagen Pearson Education