



## **Presentations and Demonstrations: A Powerful Strategy for Maximizing Effectiveness and ROI**

by Richard Norby, VP , LIVE Marketing

Of all your marketing programs, tradeshow offer the ultimate sales opportunity. Compressing your market in time and space like no other communications medium, tradeshow can bring you face-to-face with more qualified prospects in three days than most sales organizations see in three months. But how can you translate this opportunity into sales?

Professional live presentations and demonstrations can be a powerful strategy to maximize tradeshow effectiveness and ROI by:

- Creating buzz around the show
- Attracting attendees
- Motivating qualified prospects to have more in-depth conversations with your staff
- Delivering high-level, high-quality messaging
- Increasing qualified leads
- Improving memorability
- Providing measurable results

Exhibit Surveys, an independent tradeshow and events research firm, has found that 69% of attendees rate product demonstrations and stage/theatre presentations as a factor in influencing exhibit memorability, compared to 64% for product interest and 51% for a well-known company.

Exhibit Surveys has also found that the “strength of product demonstrations or presentations on memorability also tends to confirm the general impression that an active display creates more memorability than a static display.”

In order to create a successful live presentation or demonstration, here are 7 planning tips for success:

- 1) Develop content that is relevant to your target audience—Think about who your target audience is, what their top-of-mind concerns and priorities are, and how your product/service addresses those needs.
- 2) Be creative—The creative approach should match your audience’s taste and your company’s brand.
- 3) Remember the message—The creative concepts used should always further your key messages and never obscure them.
- 4) Use an integrated marketing strategy—The presentation/demonstration should be part of an integrated sales and marketing strategy, which includes the entire exhibiting experience from pre-show to at-show and post-show.

- 5) Use of crowd gatherers and pre-show warm-up—Ensure you have attendees at your presentation/demonstration, and help break the ice and establish a friendly rapport between the presenter and the audience.
- 6) Keep it short—Give them the buzz not every detail.
- 7) Have a strong call to action and pull through to the rest of the booth

If you're ready incorporate a presentation or demonstration in your next tradeshow program, here are 5 steps to get started:

- 1) Clarify your objectives—Know what you want your presentation to accomplish and how you will measure its success.
- 2) Get buy-in from internal clients—Make sure all decision-makers are a part of the up-front input session.
- 3) Budget and timeline—Establish a budget and timeline that everyone is in agreement with.
- 4) Decide who will do it—Consider if your internal resources can handle the task or if you need to partner with outside vendors.
- 5) Incorporate measurement—Document everything so you can prove value and make any necessary adjustments for your next exhibiting opportunity.

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