



**8 ACTIONS
YOUR TRADE
SHOW STAFF
SHOULD TAKE
TO INCREASE
STAND VISIBILITY**

Participating in a trade show involves substantial investment, but the effectiveness of your stand ultimately hinges on the performance of your staff. Regardless of how appealing your display is or how innovative your products may be, it's the interaction with the audience that determines the success of your stand.

Here are 8 key actions your trade show staff should take to ensure your stand stands out:

1. Maintain a Professional Appearance:

First impressions matter, so it's essential for your staff to dress professionally. Attire such as dress shirts and trousers convey seriousness and professionalism, enhancing your brand's image. Wearing attire that reflects your brand's colours can also help your stand attract attention.

2. Grasp the Responsibilities:

Trade show staff must engage with visitors, understand their requirements, and effectively communicate how your business can meet those needs. They should be adept at discerning when to converse and when to remain silent, as well as knowing how to respond to various inquiries or concerns.

3. Stay Focused on Objectives:

Every trade show participation should have specific goals, whether it's introducing a new product or generating leads. Staffers need to be fully aware of these objectives and remain focused on achieving them throughout their interactions with visitors.

4. Have In-Depth Product Knowledge:

Comprehensive knowledge about your products is crucial. Staffers should be able to answer any questions confidently, without resorting to "I don't know." This level of understanding instils confidence in visitors and boosts lead generation.

5. Pose Relevant Questions:

In addition to answering queries, staff should ask open-ended questions to understand visitors' needs better. This approach allows them to present your products as solutions, making interactions more engaging and productive.

6. Maintain Stand Cleanliness:

A clutter-free stand is more inviting to visitors. Whether it's a permanent or rental stand, staff should ensure it remains tidy throughout the event. This includes managing wires to prevent accidents and maintaining overall cleanliness.

7. Follow Up on Leads:

Promptly following up on leads is essential to maximize your investment. Staff should have a systematic approach to contacting leads after the show, ensuring that efforts translate into tangible results and a significant return on investment.

8. Understand What to Avoid:

In addition to knowing what actions to take, it's crucial for staff to understand what not to do. Certain behaviours, such as interrupting customers or conducting personal business in the stand, can harm your brand's reputation. Staffers should refrain from such actions to maintain professionalism and stand integrity.

The performance of your staff can significantly impact the success of your stand and your brand's reputation. Selecting dedicated individuals who prioritize your business's visibility is crucial for achieving positive outcomes at trade shows.