AAPM 2021
JULY 25–29 | ⊃IRTUAL
63RD ANNUAL MEETING & EXHIBITION

Competitive Edge
"exhibiting excellence"

Present

How to Optimize Your Virtual Booth, Drive Traffic & Engage Visitors

Participant Learning Objectives:

- What's different about MultiLearning Group's virtual platform.

- How virtual exhibiting differs from face-to-face events.

- The Virtual Exhibit Marketing Process

- 9 virtual booth planning guidelines.

- Understand the virtual attendee journey.

- Overview of your virtual booth functionality.

- Provide practical strategies and ideas to take full advantage of the capabilities.

- Share a planning process for designing high-impact video demos.

- Marketing your virtual booth.

- Schedule & prepare your staff.

- How to capture quality leads and follow-up.

<u>What's Different About MultiLearning Group's Virtual Platform</u>

1. New platform provides Exhibitors easier access for attendees to connect with Exhibitors.

   - This will be done through messaging and Representative Virtual Room.

   - Virtual Room allows Exhibitors and Attendees to communicate Face to Face in a Live Chat! Room is open for two appointed hours each day:
     - ➢ Sunday, Tuesday, Wednesday and Thursday 1:00pm – 3:00pm EST
     - ➢ Monday, 10:30am - 12:30pm EST

2. Vendors will receive a booth report for each day!

3. Gamification encourages attendees to visit booths each day of the event.

   - By interacting or visiting vendor's virtual room attendees are entered into a daily raffle and a grand prize drawing.

<u>How Virtual Exhibiting Differs From Face-to-Face Events</u>

- ➢ Don't have as much **control** over how much time attendee spends at the virtual event.
- ➢ **Distraction** level working on computer at home is amplified.
- ➢ KEY INSIGHT: People do not walk up and down virtual exhibit aisles and fall into booths at random.
- ➢ **Content** marketing, calendaring and **rich** media are more important.
- ➢ PRO TIP: If you have multiple solutions, do NOT try to promote them all!
  - ✓ Lead with _____!
  - ✓ Feature HOT, Trending or Top of Mind Products/Services
  - ✓ Reinforce Pillar Products/Services

Virtual Exhibit Marketing Process

Virtual Exhibit Marketing Process is a framework that outlines the STRATEGIC steps an exhibitor must take to execute an effective exhibit program that achieves specific goals and delivers measurable value beyond cost.

ANALYZE — OPTIMIZE — DRIVE — ENGAGE — CAPTURE — MEASURE — LEVERAGE

9 Virtual Booth Planning Guidelines

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REASONS

1. Connect with Customers
2. Generate Leads & New Revenue Ops
3. Brand Presence
4. Speak/Educate
5. Support Sales
6. Thought Leadership
7. Other?

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1. Identify **reasons** for exhibiting virtually.

2. Set specific **goals**.

3. Define your **target audience**.

4. Develop your **messaging/value proposition**.

5. Determine your communication _____.

6. Define & develop your **content**.

7. Optimize your **virtual booth functions**.

8. **Promote** before, during and after with compelling Value Propositions and clear CTA's (Call to Action).

9. Prepare **virtual staff** for effectively interacting with visitors and capturing their information.

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GOALS

1. Booth Visits
2. Chats
3. Meetings
4. Leads
5. Announcements
6. Education
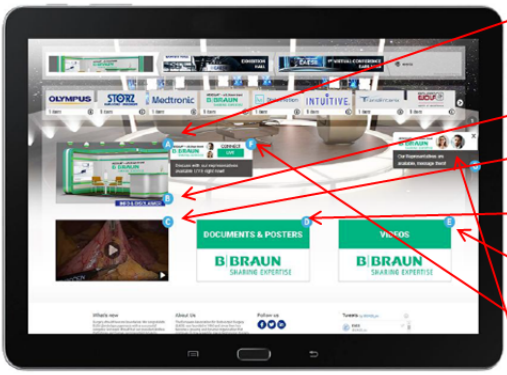7. Social Connections
8. Brand Impact & Experience

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Understand Virtual Attendee Journey

Sample only-AAPM's is not ready yet.

1. Attendees log in to the Virtual Platform and enter the AAPM lobby

2. They enter Exhibit Hall by
   • Clicking Expo Hall Tile in AAPM lobby

3. Find Exhibitors by:
   ➤ Scroll Exhibitor Tiles by Alphabetical order
   ➤ Click Exhibitor Booth to enter

Leverage Your Company Description

1. 500 character limit including spaces – but **don't make it too long**!

2. <u>PRO TIP</u>: You must write this **differently** than for a live exhibition.

    - Primary goal is to prompt visitors to <u>want to immediately learn</u> more about your offerings and engage with content, meet with your staff and/or submit an inquiry.

    - What _____ are your customers experiencing?

    - What might target customers want to _____ about right now?

3. Start your company description with a QUESTION based hook.

    - Struggling with…

    - Concerned about…

    - Learn how to…

4. Be sure to emphasize NEW, Specials, Giveaways or Contests.

5. End with a clear Call To Action.

Leverage Your Company Description

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BEFORE

ExtraHop provides cloud-native network detection and response for the hybrid enterprise. Our breakthrough approach analyzes all network interactions and applies cloud-scale machine learning for complete visibility, real-time detection, and guided investigation. With this approach, we help the world's leading enterprises rise above the noise of alerts, organizational silos, and runaway technology. Whether you're investigating threats, ensuring the availability of critical applications, or securing your investment in cloud, ExtraHop helps you protect and accelerate your business.

AFTER

Can you imagine having your data 100% secure in the cloud right now?

With ExtraHop you can!

Watch our informative videos, video chat with our experts, download our resource, complete contacts us form to learn more.

Why? Because our breakthrough approaches, cloud-scale machine learning, and real-time detection are what other leading enterprises are doing to rise above the noise of alerts, break down organizational silos, and eliminate runaway technology.

ExtraHop helps you protect and accelerate your business, minimize threats, and save money.

Learn more now.

Optimize Your Videos

- 2 Video placeholders.

- Videos will be embedded – 3 minutes max.

- <u>PRO TIP</u>: Should give them just enough info to make them want to learn more and engage with staff and content.

- Video topics could include:

  - ✓ Problem – Agitation – Solution

  - ✓ Product/service sizzle reel

  - ✓ Brief product demos

  - ✓ Quick _____ topic

  - ✓ Customer interviews

  - ✓ Meet our team

  - ✓ Tour of your facility
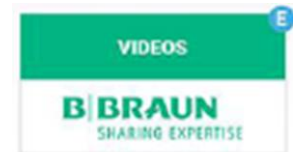
Video Best Practices:

➢ Keep it short: 3 minutes max – have video length visible, if possible.

➢ Create and feature a compelling _____ - it should make the visitor want to view videos!

➢ Use sub-titles and captions in videos.

➢ Include people in videos… people are people watchers!

➢ Always include a **call to action** at the end of your video telling what you want the viewer to do, verbally and visually.

➢ PRO TIP: Use the H**ook/Story/Close** model to script videos.

Planning Process for Designing High-Impact Video Demos/Educational Content:

1. Determine which solution(s) would be most valuable to demo.

2. Define target customer for solution.

3. Define customer application(s) for solution.

4. Define specific customer situations that create interest or need for solution.

5. Identify top _____ features/benefits and what need each addresses.

6. Identify at least one differentiated feature/benefit and what need it addresses.

7. Create a benefit-focused title for your demo.

8. Open demo with a clear description of problem(s) customer is facing.

9. Describe what they _____, save or avoid by addressing the problem(s).

10. Demonstrate top 3 features and benefits in action emphasizing differentiated feature and benefit.

11. Use captions to visually support key messaging.

12. Close with a clear call to action telling the viewer what you want them to do next.

Upload the Best Documents

1. (4) Pdfs can be uploaded

2. Documents to consider uploading:

   ✓ product/service brochures

   ✓ white papers

   ✓ case studies

   ✓ useful _____

   ✓ article reprints

   ✓ press/news releases

   ✓ client list and/or testimonials

Upload the Best Documents

Two Document Best Practices:

1. Create a quick-read **one page overview** document that concisely presents:

   - Who you are and who you serve

   - What your core products and services are

   - What your _____ proposition to your market is

   - What makes your company and your products/services different and better

   - How to engage with your virtual staff and contact you

2. Create a checklist of **primary _____ criteria** and key questions a customer should ask when evaluating your type of product/service

   - Make it three columns

   - Fill in the answers for your offering in first column

   - Leave the other two blank - most buyers typically shortlist to three potential vendors

Marketing Your Virtual Booth

- Promoting before and during the event is a MUST!

- Defining a "tight list" of high-value target visitors is key!

- Defining and communicating a clear and compelling **Value Proposition** helps you draw traffic.

  ➢ What is the single biggest _____ or challenge your customers face that you can help them solve?

  ➢ What is one useful thing you can quickly teach them that will add value to their business or career?

  ➢ What will they gain, save, achieve or avoid by visiting your virtual booth?

Do It Yourself Marketing

1. Ask your sales team to work your warm circle: Encourage target visitors to register, consume content and schedule Zoom room meetings with you!

   - Customers: Active and Inactive

   - Prospects in your sales pipeline

   - Recent inquiries about your product/services

   | Registered attendee mailing list (emails for people who consent) available for a fee. |

   - Website visitors

   - People who have downloaded documents you've offered

   - Visitors to your past live tradeshow booths

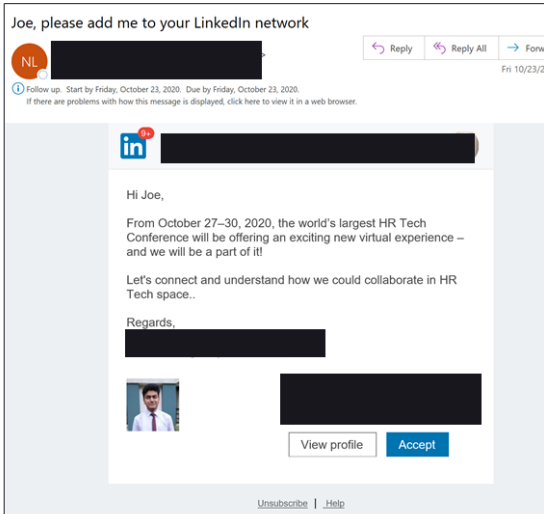   - Social media connections and groups

Do It Yourself Marketing

2. Create segmented lists, design messaging/content specific to each list type.

3. Start marketing _____ weeks before the virtual event.

4. Use email, social media, web landing pages and phone as primary media.

5. Plan for at least _____ direct touch points, ideally through multiple media.

➢ PRO TIP: Give a clear and compelling reason to attend the virtual event and to visit your virtual booth.
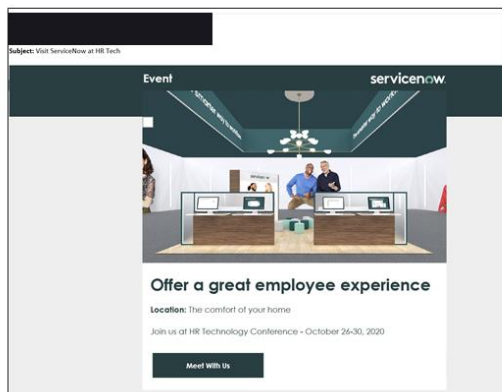
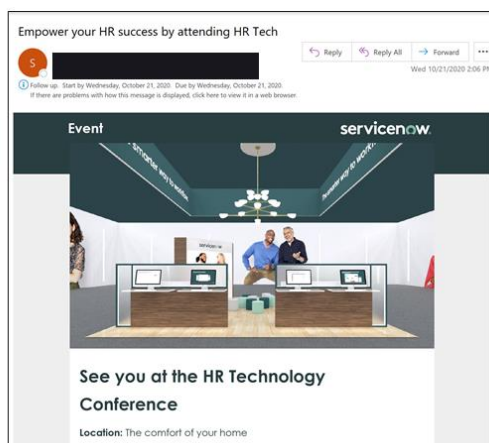See – Do – Learn – Get

Email Marketing Example

EMAIL #1
- Well branded
- Preview of booth
- People = humanize experience
- Benefit in body copy
- Call to action button

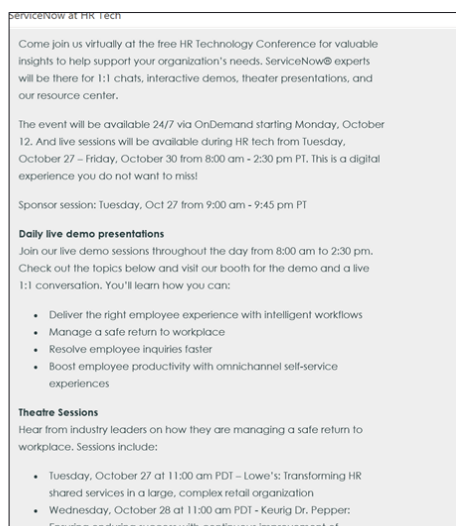*Email continued on next slide*

Email Marketing Example

EMAIL #2
- Benefit focused headline
- Consistent branding, look & feel
- Assumptive copy

Email continued on next slide

Email Marketing Example

What could be improved?
- Bold key dates, times and CTA's
- Insert a Calendaring link to enable them to schedule demo and sessions

Do It Yourself Marketing

6. <u>PRO TIP</u>: Review educational sessions on Meeting website and determine which sessions relate to your products /services – promote and attend those sessions and suggest they visit your virtual booth after to continue the learning.

7. Offer a reward/contest for visiting your virtual booth.

8. Consider offering a higher level reward for scheduling <u>and</u> completing meetings.

> Attend relevant sessions and be active in attendee chat!
> Can access post session attendee lists.

Marketing Your Virtual Booth

Leverage AAPM Exhibitor/Sponsor MARKETING Opportunities

- Pre-Meeting Attendee Mailing List
- Promotional Email Program (PEP) to AAPM membership

- Sponsorships:
  1. **Email Blast Banner:** As a lead-in to the start of the meeting, specific emails highlighting important information are sent to several thousand AAPM members. New this year, vendors can include a banner ad in pre-meeting email blasts.

  2. **15-20 Second Video Ad for On-Demand Sessions:** Prior to the start of each on-demand scientific session, one 15-20 second vendor ad will be displayed. Vendors may purchase up to three ads.

For availability and questions email rachel@aapm.org

Prepare Your Staff

Schedule Your Staff

1. 2 full conference registrations included. CEC is not included.
2. Feature product managers - technical experts - *and promote they will be accessible during the event!*
3. Make sure staff are **scheduled** and **available**
   - Sunday, July 25 – Thursday, July 29
   - Representative Virtual Room will be open:
     - Sunday, Tuesday, Wednesday and Thursday 1:00pm – 3:00pm EST
     - Monday, 10:30am - 12:30pm EST
   - Expo accessible on demand through September 10, 2021

   - **PRO TIP:** *Consider having a set time during Open Hours to have video meetings to engage with your senior executives.*

Virtual Staff Prep Practices

1. Have ALL staff log into the platform prior to live event to familiarize and train on use of virtual booth functions.

2. For multiple solutions, determine key contact for each - emphasize in staff descriptions.

3. Determine who and how to handle various visitor types:

   - Students
   - Competitors
   - Dealers & Distributors
   - International Visitors

Prepare Your Staff

Virtual Staff Prep Practices

1. Assign one person as virtual booth _____ – feature in Contacts.

2. Ask participating staff to upload a business card to the booth.

3. Encourage booth visitors to Request an Appointment, a Call, an Email, or Leave a Question.

4. Provide staff with list of seek to understand questions for chats and meetings.

5. When doing video meetings:

   - Don't expect a lot of video meetings with NEW contacts

   - Make sure staff looks and dresses the part

   - Consider background, lighting, test audio, wired internet connection

   - Ask participants for a phone number… in case internet drops.

Virtual Staff Product Knowledge Preparation

1. Determine featured products and services.

2. Determine top 3 features and _____ for each solution.

3. Define at least one differentiated feature & benefit.

4. Define customer needs each feature and benefit addresses.

5. Develop open-ended questions to get customers to voice need _____ presenting feature and benefits!

6. Make sure all virtual booth staff are trained to ask need based questions, quickly and effectively present features and benefits in a consistent, concise and persuasive manner.

➢ PRO TIP: Develop a FAQ list about *company and featured solutions* and SCRIPT your best answers.

Virtual Attendee Engagement

1. AAPM will provide exhibitors with daily booth reports for each day of the meeting, reach out to visitors who opted in for contact through chat or email.

2. Don't send "spam" type messages to unknown attendees (see guidelines on attendee contacts).

3. Don't interrupt attendees DURING educational sessions.

4. Be sure virtual booth is staffed during ALL open exhibit hours.

5. Respond quickly to visitors, chat and requests.

6. Respect visitors' time and knowledge.

7. Quickly identify and briefly meet information needs.

8. Collaborate on a specific next action.

9. Follow-up _____ with visitors.

<u>How to Capture Leads</u>

- Various ways to capture leads:
  - ✓ When they Visit your booth
  - ✓ When they Contact a representative
  - ✓ When they meet with you in the Representative Virtual Room
- Information auto-captured includes…
  - ➢ Name, Title, Company Name, Address, Email (If attendee consents).
- Complimentary Post-Meeting Attendee Mailing List available.
- Post-Meeting Session-Specific Attendee List available for a fee.
- <u>PRO TIP</u>: Think about additional information you need to capture. Design ways to capture the additional information to create higher quality leads.

<u>Following Up With Leads</u>

- Import visitors into your CRM quickly
  - ✓ Source or tag them to AAPM Virtual
  - ✓ Enter activity in contact record of existing contacts
  - ✓ Manage 1 to 1 follow-up through your CRM
- Define various follow-up actions.
- Develop follow-up plan in _____.
- Ask visitors "<u>How would like us to follow-up with you?</u>"
- Follow-up fast – do what you say you will do!
- Deliver value on each touch point.
- PRO TIP: Don't stop short – it takes average of _____ touches to convert a lead.

➢ What are the three most important ideas you learned and will apply to improve your virtual booth?

_____

_____

_____

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About Your Expert Presenter

Jefferson Davis, President, Competitive Edge
The Tradeshow Productivity Expert tm

Jefferson is President of Competitive Edge, a highly-specialized consulting and training firm on a mission to *inspire*, *lead* and *direct* businesses on how to more effectively use exhibiting to visibly support core business objectives and generate measurable financial value, far beyond cost.

His mission is achieved by challenging companies to re-evaluate limiting perspectives about exhibiting and getting them focused on precision execution of five critical exhibiting success factors.

His Tradeshow Turnaround philosophy and practices are the exposition industry's definitive guide to quickly turning tradeshows from "expensive appearances" to "productive, profitable investments."

> **Jefferson is available to personally help companies implement the**
> **Tradeshow Turnaround philosophy and practices.**
> **Call 800-700-6174 in the US or 704-814-7355 and visit www.tradeshowturnaround.com**