

TEN THINGS YOUR STAFF SHOULD KNOW

There are certain things your staff must know to make your shows and events more efficient, effective, and eliminates dozens of calls to you. Create a packet of information for them and your exhibitor event will run much smoother. This can be emailed to all staff regardless of their location or travel schedule.

1. Give them a 1-page info sheet on the show. Booth number, setup, exhibit, and teardown times, contact names and numbers (including yours), show location, and booth information (graphics, themes, demos, etc).
2. Explain where to pick up badges. Are they mailed to them, will they be at Exhibitor Registration, or will you have them at the pre-show training session? Be sure everyone knows not to register without asking you first – don't waste money on unnecessary full registration costs.
3. Provide transportation options and information for flyers, drivers, locals, and commuters. Include taxi rates, metro and train info, parking locations, and airport options. The more they know, the less they will bother you.
4. Give them a map of event hotels with addresses and phone numbers. This way, they can easily communicate with coworkers, colleagues, clients, and meet with potential customers.
5. Create a local restaurants list. Include Starbucks, fast food, and good places to take customers. Include addresses and phone numbers for all – a map is even better if you can find one on the web or modify a show map.
6. Give them a floor plan for the trade show and highlight your exhibit and those of your competitors. Section off the floor and assign them a section to canvass for B2B work and pick up competitor literature.
7. Be sure everyone knows who is presenting a seminar or topical. This list should be given to all that are attending the show and it should appear as a table card or graphic in your booth. "Be sure to see our staff at these...." And be sure every one of them mentions they will be in Booth #1234 after the presentation if anyone has further questions or follow-up discussions.
8. Tell them all the special events related to the show. Receptions, staff meetings, networking opportunities, and trade show hours. Tell them you expect them to be at every event unless they have appointments with clients or potential customers. Create and distribute a staffing schedule.
9. If you allow them time for non-business fun, remind them NOT to wear company shirts or their badge if they are not going to act professionally.

You don't want your company logo at local girlie clubs or on someone stumbling home after closing the bars.

10. Distribute an event survey for your staff. Ask them to rate the booth, special events, and your performance (handy at review and bonus time). You will have to send it to most after the event (again via email) to get 100% compliance but by then they will have forgotten all the bad stuff!

While this takes more time and adds to your list of Things to Do, the appreciation by your staff and less hand-holding during the show more than makes up for it. And the more your staff is educated, trained, and prepared, the more successful the event and the more indispensable you are. After all, it is all about you, right?

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