

T.E.G. Talks

..... THE ENVISAGE GROUP



IN THIS EDITION...

- Lee's exhibition advice
- Case study: Britelite Windows
- Envisage Rewards Programme

We do things differently (#trustenvisage)

LEE'S EXHIBITION ADVICE

I have muscled Nichola out of this section for just one newsletter to talk about my experiences of exhibitions, both having been an attendee and (helicopter 🚁) managing a stand.

When you book a stand it often feels really quite far away, but it comes around quickly! Looking at our exhibition facts, 28% of people plan 1-2 months in advance; it really depends on the size of the stand and your overall objective.

Please have an objective – what you want to achieve – so you can evaluate after the exhibition is over. And if it's your first time planning a stand, you need to be in the 2-4 month planning category! Investigate our exhibition checklist to help.

Stand prep and messaging – think about what attracts you to a stand at an exhibition; something that looks professional, happy staff, leaflets, clear messaging? You need to get this right. Myself and many others, have avoided stands because they are uninviting

– the people manning the stand are chatting, or perhaps there are too many people on it, or I can't see what the brand is or what they are trying to promote/sell.

Staff – well obviously I am going to say this! Internal staff aren't necessarily natural brand ambassadors or sales staff, so it's always a great idea to get in touch with us and tell us what you need. Many of our exhibition clients also employ an event manager through us. These people are worth their weight in gold – enabling you to have one point of call, managing the promotional staff's times and breaks, making sure that the right message is coming across and report back any issues, or useful information that might make the next day/next exhibition run a little smoother.

So what are my 4 bits of advice? Plan. Set objectives. Think about key message. Employ professional staff.



Eugene's

top 10 exhibition stats



- 81% of trade show attendees have buying authority.
- 64% of exhibitors surveyed said that the **quality of attendees** was the most important factor when choosing to exhibit at a trade show.
- 46% of attendees attend only **one trade show per year.**
- The average trade show attendee spends **5.5 hours** at a live event such as a trade show.
- 81% of exhibitors use email to follow up their trade show leads
- 71% of SMEs (small and medium-sized enterprises) won business using **face-to-face networking** – an effective means of generating new business.
- Brands that exhibit at live events are **28% more innovative** when encountered face-to-face.
- An **eye-catching stand** is the most effective method for attracting attendees according to 48% of exhibitors surveyed.
- 76% of exhibitors say that their event is **integrated** with their other marketing campaigns.



- 28% of trade show exhibitors start planning their trade show marketing 1-2 months before the show. 22% start planning 2-4 months before the show (so if you are in the 22%, get in touch... If you are in the 28%, get in touch **RIGHT NOW!!**)

Stats thanks to displaywizard.co.uk

BriteLite Windows

BriteLite Windows are based in the South East and have been successfully fitting windows for 45 years.

As you can imagine, it's a really competitive market and at the same time its quite a considered purchase for customers. In a recent Which? Survey it revealed that 83% of people surveyed used an independent company, added to that a quarter of people in the survey only asked one company for a quote before signing on the dotted line.

BriteLite regularly promote throughout the South East; at exhibitions, fairs and they do a fair bit of data collection; choosing to use Envisage for these jobs. We have been working with them for over 4 years and they are a great company to work with. Bradley says, "they are really clear about what they want and give our

promotional staff really defined brief's, which makes the job so much easier."

Ashley from BriteLite Windows was searching for promotional staff and happened upon Envisage, "Great service from start to finish. We find the quote and booking process really efficient and Bradley always helps us meet our requirements. Envisage offer great support on the day and we use them for everything from shopping centres to exhibitions. I would have no hesitation in recommending their services to anyone."

Personally, we love exhibition work; be it in a hall, outside at an event or as part of a roadshow. The jobs are longer-term so the promotional staff are able to get more engaged with the brand and really help to sell it. There's also an array of different people at exhibitions, and whether its data collection, selling, or meeting and greeting, no two days are the same. Our staff also have enough time to create a rapport with the client on the stand – often leading to the client asking for them for subsequent jobs (this happens over 70% of the time on exhibition or road show work).



The Envisage Reward Programme

Envisage have set up a very rewarding referral programme!

If you are project managing an exhibition, or recommending us to someone, please let us know on hello@envisageagency.co.uk and we will offer you some rewarding options!



Promo staff spotlight - Nina McIntyre

Q1. Name and region you work in:

Nina and I work in Kent, the South East and South London.

Q2. Describe yourself in one word:

Versatile (if I can pick two, please can I add friendly?!).

Q3. Promo work specialism

I have done modelling previously and I currently act as well (pantos are my speciality), so I suppose the jobs that involve presenting, acting and working with live audiences are my specialism.

Q4. Time in the promotional industry?

I took a break a while ago, but have been in promotional work for the last 3 years.

Q5. What do you like most about your job?

The versatility; meeting new people every day, interacting with companies and I particularly like work with kids. It's just different every day.

Q6. What has been your favourite job so far?

It would have to be the Kent School's Tour. It was an antibullying and safety

campaign that went on for a few months last year which I believe is being repeated this year.

I have a great relationship with the Kent Police and I love the roadshow – from presenting, to asking kids questions and trying to make the (pretty serious) message engaging.

