

## Tradeshow Tips ~ Is Insanity Part of Your Exhibiting Plan?

I am a big fan of Susan Friedmann, The Tradeshow Coach. She gets the point across, keeps it interesting, and sometimes with a different twist. This month's focus is no different, "Is Insanity Part of Your Exhibiting Plan?"

Insanity, the saying goes, is repeating the same actions time and again while expecting different results. Well, Susan is here to report that particular brand of insanity is running rampant in the tradeshow arena?

Are you pleased with the results of your tradeshow participation? Are you generating the types of sales numbers you want to see? Do you collect a good number of qualified leads? Are you connecting with the people you want to connect with?

If you can answer all of these questions with a YES, congratulations! However, if you've answered NO to at least one, I've got another question for you:

"What are you going to change to improve the situation?"

Failing to make necessary changes is the main reason tradeshow exhibitors fail to improve. Continuing with the same-old, same-old routine in the hopes that this time it will work is the worst sort of insanity: an irrational belief that your exhibit will improve without any effort from you. People don't like change, which is why we cling to ineffectual exhibiting routines. If you're committed to making tradeshows work as part of your marketing campaign, you might need to stretch your wings a bit and leave your comfort zone.

Here are three ways to make change for you and your team:

- **Start Small:** Change is often easier to accept in small doses. Rather than revamping the entire exhibiting process from A-Z, pick one or two items to change per season.
- **Communicate:** Let your team know what you're trying to accomplish with these changes. This eliminates the distraction of people attempting to guess at your goals.
- **Lead by Example:** From dress code to booth behavior to question techniques, you've got to walk the walk you want your team to walk. If you won't be at the show yourself, make sure you have key staffers committed to implementing the changes in place!

Information courtesy of Susan Friedmann, CSP, The Tradeshow Coach.

