



*Present*

# Experiential Marketing

## How to Better Meet Healthcare Attendees' Needs Through In-Booth Demonstrations and Presentations

### **Participant Learning Objectives** *By the end of this webinar, you will...*

1. Learn the 3 main reasons people attend tradeshows.
2. Find out how exhibitors can better meet attendees' learning and shopping needs.
3. Discover 8 steps to creating a worthy destination.
4. Hear various demonstration/presentation strategies.
5. Overview three types of demonstrations & presentations.
6. Identify key planning questions to ask.
7. Learn the 7 steps to building effective in-booth presentations.

## **Why Do People Attend Tradeshows?**

- ESCAPE! Get Out of Their Environment and Into Yours.
- Learn \_\_\_\_\_, Better, Faster, Cheaper, Greener, Safer, More Efficient, Effective and Profitable Methods.
- Find SOLUTIONS to Current and Future Problems.
- BENCHMARK Current Practices.
- Learn Best Practices.
- Learn \_\_\_\_\_ Practices.
- INTERACT with Companies, People and Products.
- SEE, HEAR, TOUCH, ENGAGE, IMMERSE.
- Do \_\_\_\_\_ Than What They Can Do On Your Website.

## **3 Primary Reasons Healthcare Professionals Attend Tradeshows**

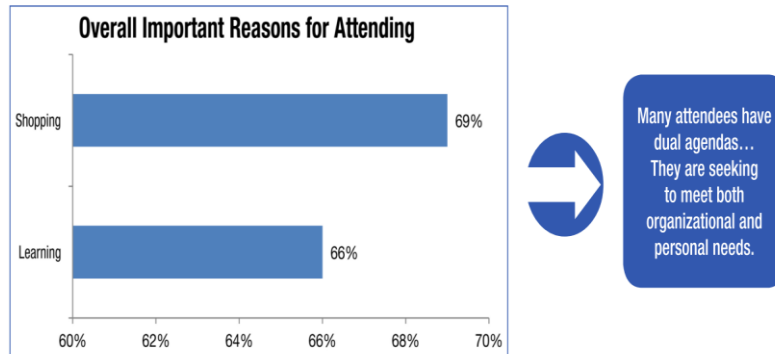
1. \_\_\_\_\_ /Continuing Education/Accrediting
2. **Shopping**/Sourcing/Purchasing/Revalidating
3. **Networking**/Interacting with Colleagues/Suppliers
  - *How well is your exhibit serving these needs?*
  
  - *What specifically are you doing to meet these needs?*

## **3 Most Important Things to Booth Visitors**

1. Overall Booth Appearance
2. Quality of Information Received
3. Relevance to Practice

Source: Exhibit Surveys

## Why Do People Attend Tradeshows?



➤ Source: CEIR Report: AC32 13

## Learning Needs & Importance

REASON	AVERAGE IMPORTANCE 7=Highest Importance
Industry trend insight	5.51
Professional networking	5.30
To better job performance	5.30
Personal development	5.18
Seminars/Speakers	5.04

❖ Source: CEIR Report: AC32 13

## How Can We Better Meet Learning Needs?

1. Emphasize four key words in all of your pre- and at-show marketing:  
 ➤ \_\_\_\_\_
2. Offer white papers and case studies spotlighting new practices, emerging trends, and solutions to problems.
3. Create space in booth for \_\_\_\_\_ discussion.
4. Bring and \_\_\_\_\_ live products and services.
5. Use technology to make educational content available in multiple formats: one to one, one to many, self-guided.
6. Explain precisely how products help them perform their jobs more proficiently.
7. Provide \_\_\_\_\_ opportunity to interact with products/services.
8. Study educational session roster and suggest sessions relating to attendees interest.

## Shopping Reasons & Importance

Table 1: Top Shopping Reasons for Attending

REASON	AVERAGE IMPORTANCE 7=Highest Importance
See new technology	5.54
Ability to talk to experts	5.51
New product introduction	5.33
Interact w/new products	5.21
Have questions answered on spot	5.26
Idea generation/planning	5.24
Compare brands	5.14
Competitive intelligence	5.12
Solution for existing problem	5.12
Gather info for upcoming purchase	5.07

Scale: Importance, 1-7, with 1=Very Unimportant and 7=Very Important

➤ Source: CEIR Report: AC32 13

## How Can We Better Meet Shopping Needs?

1. Prominently feature what's \_\_\_\_\_ in your exhibit.
2. Promote problems and talk solutions – not products!
3. Have enough knowledgeable staff available and able to answer attendee questions on the spot.
4. Provide interactive product \_\_\_\_\_, as much as possible.
5. Identify visitor purchase criteria and be able to deliver info when and how they want it.
6. Use a consultative sales approach: ask situational and need based questions first; listen carefully to issues before providing information and solutions.
7. Have appropriate staff and dedicated space in the booth and around the show to assist visitors in idea generation and planning phases.

## Research on the Impact of Demonstrations & Presentations

- #1 way attendees want to interact with exhibits on the show floor is through product demonstrations/presentations.

Source: CEIR

- A well-planned presentation/demonstration can:
  - Increase qualified leads by 2 to 4 times.
  - Increase awareness by \_\_\_\_\_ to \_\_\_\_\_ times.
  - Positively influence opinions and purchasing intentions.

Source: Live Marketing Statistics

- 51% of tradeshow attendees say product demos increase their recall of exhibits visited.

Source: Exhibit Surveys

## **Research on the Impact of Demonstrations & Presentations**

- Experiential marketing drives purchase consideration across age, gender, and ethnicity.
- \_\_\_\_\_% say participating in experiential marketing increases purchase consideration.
- \_\_\_\_\_% say experiential marketing is extremely/very effective on influencing brand/product opinions.
- \_\_\_\_\_% say experiential marketing results in quicker purchase.
- \_\_\_\_\_% say participating in a live experience makes them more receptive to the brand's marketing.
- \_\_\_\_\_% who participated told others about it.

Source: Jack Morton Worldwide

## **8 Steps to Create a Worthy Exhibit Destination**

1. Commit to *effectively* addressing the reasons why they attend.
2. Realize you're competing with ALL exhibitors, educational sessions, events, and sometimes the event city.
3. Identify precisely the type of visitors you want to interact with.
4. Determine what \_\_\_\_\_ you can help them solve.
5. Determine what **opportunities** you can help them seize.
6. Create an engaging, \_\_\_\_\_, educational experience.
7. **Relentlessly** promote what they will SEE, DO, LEARN & GET in your exhibit.
8. Offer **compelling educational rewards** for participating in demonstrations.

## **Determining Which Products to Bring and Demonstrate**

- ✓ New
- ✓ Addresses a Top-of-Mind Industry Issue, Need or Problem
- ✓ Bread and Butter Products

## **Demonstration/Presentation Strategies**

- \_\_\_\_\_ your claims.
- Demonstrate your key \_\_\_\_\_.
- Recreate a scenario, experience or situation.
- Let them tinker.
- Show before and after.
- Show \_\_\_\_\_ versus new way.
- Present to multiple buying influences.
- Make them guess to learn.
- Challenge attendees' knowledge and skill.
- Provide unique or comfortable places for the demo.
- Integrate technology presentation support.

## **For Businesses Providing Services**

1. Building service presentations requires more thought and creativity.
2. Identify problems you solve, \_\_\_\_\_ you create, savings, efficiencies and improvements you can deliver.
3. Focus your presentation on results - not methodology!
4. Strategies:
  - Brief One to One or One to Many Presentations: 3 biggest problems with (process) and how to eliminate.
  - Use a physical prop to hook and engage.
  - White paper or Industry Intelligence report.
  - Case studies: Problem/Approach/Result
  - Visual Client testimonials in exhibit graphics.

## **Types of Demonstrations & Presentations**

### 1. Product/Service Demonstration

Applications:

- New product introductions
- Showcase product capabilities
- Differentiate

Benefit: Appeals to analytical audiences who don't want marketing pitches, but want to see how things work.

Notes:

### 2. Interactive Information Stations

Applications:

- Enable access to deeper information.
- Can be self-guided or guided.
- Meet various types of information needs.

Notes:

### 3. Scale Models/Recreate Environment

Application:

- Good choice for large products
- Show inner workings
- Deliver key messages

Benefit: Appeals to technical, detail oriented people

Notes:

#### 4. Gamification

Application:

- Create buzz on the show floor while still presenting important information.
- Designed for participant interaction & fun.
- Energizes, engages and educates audience.

Notes:

#### 5. Parody

Application:

- Takes an element of pop culture, TV, movies or books and weaves it together with product or company messaging.
- Creates immediate connection with audience.
- Don't overplay the parody, \_\_\_\_\_% parody/\_\_\_\_\_% product or company info.

Notes:

### **4 Questions to Aid in Designing Effective Demonstrations & Presentations**

1. Who is your target audience? What are their titles? What are their top-of-mind concerns?
2. How do your products/services address their concerns?
3. What is the one key idea you want the audience to walk away with?
4. What actions do you want viewers to take during and after?



## 7 Steps to Building Effective In-Booth Demonstrations

1. Set clear \_\_\_\_\_ .
  - What do you want your demonstration to accomplish?
  - What do you want your audience to think, feel, do during and after, and remember as a result of the demonstration?
  
2. Focus on your audience.
  - Don't think in terms of what *you* want to say: the audience won't care.
  - Think in terms of what challenges the audience faces and how you help address them.
  
3. Tell a story.
  - A story has a hero, a villain, conflict and triumph.
  - Remember, **the hero of the story is your target audience!**
  
4. Get the audience to physically and \_\_\_\_\_ interact.
  - “I hear and I think, I see and I remember, I do and I know” Confucius
  
5. Have a \_\_\_\_\_ Presenter.
  - It's important that the person telling your story is a good story teller.
  - S/he should also maintain consistent energy all day, every day, for the run of the tradeshow.
  
6. Capture their information.
  - This is your opportunity to engage with a lot of potential customers. Make sure you capture their qualifying information!
  
7. Have a clear and strong call to \_\_\_\_\_ .
  - What do you want qualified attendees to do after the demonstration?
  - Have next actions planned and make your demo pay off!
  - Proactively engage with attendees to drive the next action!

**What three actions will you take from this session?**

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_

**AOA Commitment to Exhibitor  
Education and Success**

- Exhibitor Success & ROI Center:
  - Live and re-playable webinars
  - “How-to” exhibiting article series
  - “Ask the Tradeshow Expert” email Q&A
- Bookmark, Share and Access at:  
<http://www.exhibitsom.org/2015/public/Content.aspx?ID=1931&sortMenu=103007>