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Hello! I am looking for ideas on how to drive traffic to some educational seminars that will be having within our trade show booth. Thanks!

1 month ago

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[Alan J. Zell](#), [Gavin Finn](#) like this

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TJ Mendieta • Does the show management company offer any pre-show advertising opportunities? My organization "sells" pre-registered attendee mailing list and we also send out broadcast e-mails to the pre-registered attendees on behalf of exhibitors.
1 month ago • [Reply privately](#) • [Flag as inappropriate](#)



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Elizabeth Riley • Be sure to list your seminar schedule on your website, also. If your space is limited you may want to have people pre-register online.
1 month ago



[Follow Stephanie](#)

Stephanie (Fenley) Garcia • I agree with TJ - if your show management offers pre-show lists, take advantage of them! Our company makes an electronic matchmaking tool available for sending emails and scheduling appointments. Our matchmaking system is included as part of our exhibitors booth fees, so I always encourage my exhibitors to use every free tool they have available.

You might also look into on-site sponsorship opportunities such as banner signage, a billboard sign, an ad in the show program, or registration counter giveaways. These always come with a price, but they will also, without fail, increase your exposure at the show and help you maximize your presence at the show.

A super affordable option is to print a bunch of brightly colored avery labels with the message "bring this by booth #____ at XYZ Show for free entry to our _____ Seminar, and a chance to win _____" Put a sticker on everything you send out - invoices, statements, letters. You're sending these anyway, so this doesn't cost you any more in postage and is a very affordable option. (You can accomplish the same by changing your email signature to include the message.)

Your giveaway could be anything from a \$50 gift card to an iPad or even one of your own products if your price point fits. You will be surprised how many people will come by your booth for a chance to win anything at all!

When you get the attendees to your booth, be sure "everyone is a winner" by giving small and medium sized prizes away, even to those who don't win the biggie. These could be or something like a coupon for \$\$ off an order, free shipping, a \$10 Starbucks card, or promotional products such as pencils, pens, packs of gum with your logo, t-shirts, ball caps, etc.,

If your budget allows, schedule some kind of "big" giveaway for each seminar you run, so attendees have choices about which timeframe in which to attend. If you require the attendees to bring by their "invitation to attend" in order to win, then you'll be able to immediately measure how effective the promotion was for you.

Good luck!

1 month ago



[Follow Kevin](#)

Kevin Kirkpatrick • A great way is to e-mail or direct mail a digital promotion that can only be activated at your booth. Everyone gets a free download of a movie, Music, Digital magazine subscription, Phone skins etc. In addition they are entered in the show sweepstakes for other prizes, perhaps your Certification Consult, iPads, free weekend trip, sports or concert tickets. You can drive pre-show registration with sweepstakes entries and seminar traffic with the everybody wins one. All of this will garner the demo you want and will be measurable ROI. These promos can meet your prospects where they are and be

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delivered via Twitter, FB as well. My company creates a custom landing page, the cards, and or digital all for one low price. You have access to the admin 24/7. People really love our cards that are seeded as well. Once they get their download freebie they can plant the card and it grows Wild Flowers. Really a great way to engage your target audience and economical.

Hope this helps.
1 month ago



Follow Dana

Dana Tiighman, CTSM • Use social media like Twitter. You can schedule tweets to go out when you want them. Ask your clients to retweet for you as well. If the show has a social media account like Twitter, Facebook, Ning, etc. set up your organization and encourage followers.

1 month ago



Follow David

David Slater • If you are provided with a pre-show registration list do a direct mailing that includes a promotional product that is a part of an overall item. The recipient gets the remainder of the item when they stop by the booth to attend the seminar. You can get some ideas at www.promotingyourbiz.com

1 month ago



Follow Alan J.

Alan J. Zell • It depends on what the purpose of a trade show is IF doing seminars during a show are the right thing to do. Are these seminars general or are they promotions being put on by an exhibitor? If the later, then I've known exhibitors, under the guise of "education" use seminars as a form of "defensive selling" i.e. if they are at our seminar(s) they don't have time to visit our competitors' booths.

I've been on all three sides of this picture.

As exhibitor, I did not like them because it was taking away possible visitors to our booth.

For attendees, what are they there for? If it is to look about products/services, then by going to seminars, it cuts down on effectiveness of why I came to a show. Of course, if the trade show is one that is there for industry education purposes, that's a different story.

As a presenter, I had to find a way to overcome both these negatives which, under a certain format, I did. In others, not only didn't I but to hold my audiences' interest was almost impossible as their minds were other places.

As one who spent years training buyers and exhibitors on on how get the most out of their trade show efforts, the topic of seminars always comes up. There is no one answer to attending or putting on a seminar. First, it depends on the nature of the show. Second, it depends on who is sponsoring or doing the seminar. Third, is the timing right that it does not interfere with both exhibitors and attendees doing what they wanted the show to be?

How to attract more people to a seminar or workshop is a tough question and no general answer is either right or wrong. It comes down to not marketing, but to cause "customer awareness" and most likely no one method will get the word out to as many as one would like. Remember, no matter which methods one uses to attempt to do it, it is the attendees who determine is the audience, due to their interests and time schedule, will be what the presenters would like it to be.

Alan

Alan J. Zell, Ambassador of Selling, Attitudes for Selling
azell@aol.com <http://www.sellingselling.com>

You are invited to suggest to your associates, acquaintances, family, friends, customers/clients to read the business articles on our web site to learn why they, like you and I, have something to sell.

1 month ago



Follow Howard

Howard Lopez • Hi Jeff.. this note addresses more the actual presentation of your information other than the traditional presenter and powerpoint...however, different presentation approaches/themes/ concepts spark ideas on what to use to attract people to WANT to attend your seminar. - ie tickets to the broadcast... pieces of a puzzle you provide solutions to at the event, lottery numbers To promote one of my customer's products - a new line of rapid speed copier/printers, we produced what I call "edutainment" events, within the framework of the larger trade show. A separate "break out " room was set up like a live TV show studio - intimate - perhaps 30 - 50 people max. - along the lines of a Jay Leno/ Johnny Carson - with my client being the show host ...completely scripted with humour, audience question/answer to win prizes -(ie - people had to pay attention to answer the questions for the bigger prize) , live band, lighting, power point, free give aways, t-shirts thrown out to audience etc "Broadcasts" were presented at regular intervals, with trade show attendees as the "Studio" audience - false line ups using company staff can be used to draw attention (why are people lined up for this ..?) Notice of the presentations were given in pre-show promotion mailings and at the main booth at the show - the idea was a hit, simply because it was fun, different and got a lot of

information across quickly and creatively.. Hope these ideas might spark something good for you...

28 days ago

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Follow Alan

Alan Sands • I find many or most people live spontaneously and do not plan what they will do at shows. Therefore, strong "Barkers" bring people in as they are there. I work with professional entertainers who have spent their lifetimes crowd gathering, while using comedy and props to get and hold thier attention. Many are jugglers or magicians who can also memorize your presentation you want to deliver, or they hold the crowd and then pass the presentations core message over to your presenter. Prices for these services range between \$1500-2500 a day, depending on any number of variables.

23 days ago



Follow Ken

Ken Newman • I agree with you Alan. Our experience shows that many people take a pretty unstructured approach to covering the trade show floor.

At the Design Automation Conference a few months back, our client was trying to attract attendees to one of 4 seminars being held in rotation throughout the day. Despite a considerable amount of pre-show work, scheduled attendance was WAY down. Our presenter used some customized magic illusions to tell our client's story. We drew a considerable crowd to every presentation. As part of the presentation we referenced the 'focus sessions' being held after our show, and encouraged our audience members to attend. In addition, we provided an incentive (a special giveaway for each attendee as well as a chance to enter a drawing).

This proved to be quite successful for us. We managed to keep the focus sessions pretty much at capacity for all three days of the show.

So in summary, I would say that a multi-tiered approach is the best way to go. Pre-show work, social media, as well as promotion from the trade show floor itself.

22 days ago



Follow Alan J.

Alan J. Zell • Ken, The question is not how many attended the workshops, the question is how many of the attendees ended up buying at the show or later, the products or services your client offers?

I ask this because, having attended/audited many show seminars, the problem is that the presentation(s) are too general due to a general nature of the audience rather than targeting the workshops to different size businesses or uses in different venues or situations i.e. does it fit with what attendees are doing, planning to do, would like to do . . and if it don't, your client's time, money, effort is wasted as well as the time wasted by attendees where there was no fit or they did not see where there was a fit.

Alan

22 days ago



Follow Alan

Alan Sands • Collecting leads and following up properly after they are in your booth is the truest way of making contacts. Few presentations can cover everyones individual needs at the show - you don't know their needs until you talk to them one-on-one.

For a lot of products, a general presentation is all you can do - then collect leads by doing a raffle from business cards for a give-away (t-shirts work great! You can throw them to the people when they say, "I won!" and not worry about hurting people. It maintains a pace in presentation.)

Unless you have a very specialized product, it has to be in the follow-up. But gathering and holding a quality crowd is the secret. That is where professional barkers are an asset. I use Street Performers with Berkeley and Univ. of Colorado degrees in math, English Rhetoric, computer sciences, etc. They are masters in gathering crowds, holding them and then selling them - all they need to do is weave in your product in the presentation and WHAM! You have quality lead-overload!

21 days ago



Follow Alan J.

Alan J. Zell • Trade shows are, really, retailing within an industry --(as retailers are a trade show for the general public) -- the aisles are the sidewalks each booth from a distance is a display window to catch people's attention, and when in front of (the same as pushing the door open) or enter the booth/store, what do they see and is it easy for them to find what "department" i.e. different products/services, that migh interest them? Remember, something in your display window told them that there may be something that fits what they are thinking about, looking for, or doing. Once in your store, event though the space is small, to the first time visitor, it's a full block.

Now, if you were actually a retailer, would you want to have seminars going on that might distract your customers from what they came in your store for? I think not. You may, however, tell those interested in a particular product/service that near the end of the day, you will be having an open discussion regarding the different ways THAT product/service

could be used by different businesses. Those who come are better candidates for buying than those that come to a general seminar on the range of products/services offered.

I could go on about this but many other aspects related to selling are in the articles on my web site <http://www.sellingselling.com>

Alan
21 days ago



Follow Rick

Rick Klimek • Hi Jeff - Our company is the recognized industry leader in helping exhibitors drive traffic to their booths and substantially increase the return on their trade show marketing objectives. We have over 35 years of experience and have helped thousands of companies world-wide. I would be happy to provide you with a complimentary consultation. Please contact me at your convenience. Thanks.

Rick
21 days ago



Follow Dave

Dave Maskin • As one of the world's best trade show booth traffic builders, I:

1. ...attract attendees into your booth and keep them there...
2. ...engage attendees in knowledgeable conversation related to your business...
3. ...acquire attendee business cards for you for after show lead generation...
4. ...go the extra mile and walk around the trade show floor before the show starts to attract other exhibitors to your booth, as they may become new clients also...
5. ...become, in effect, another salesperson in your booth...

<http://www.WireNames.com>
6 days ago



Follow Scott

Scott Fuhr • Hi Jeff: send out a USB drive to your top target list for the show, with the website to the seminar schedule imprinted on it and the schedule in a text file saved on it. Include an incentive (drawing for a Visa gift card) if they "follow" your Twitter account that has a link posted to the seminar schedule as well. This way, you're instantly building a group on social media that you can study before the show, reach out to before the show, and keep in touch with after the show (even if they don't attend the seminar).

1 day ago



Follow Karin

Karin Roberts • Check out our blog - we have a relationship with a magician who has developed this tool that incorporates your companies products/services into a trick. It is fun and packs people in. Educational too!

Our blog with his video is: <http://www.thetradeshownetwork.com/trade-show-blog/deliver-companys-message-memorable/>

Karin Roberts
<http://www.thetradeshownetwork.com>
1 hour ago



Follow Paul

Paul Wedesky • Have you thought about HD Video conferencing in a speaker from another country? Using a 'game show' format designed around your content? or Finally a Wii gaming contest based on your content....happy ot discuss any other ideas...

1 hour ago



Follow paul

paul holland • Jeff - I would like to help you but I cannot because I simply don't know enough about your situation.

- What does the seminar entail?
- how long is it?
- What do your show demographics look like?
- What segment(s) are you targeting?
- What does you exhibit space look like?
- Where is it located?
- What are the show hours,?
- What are the seminar hours?
- Are there other seminars going on collaterally?
- How many attendees at a time can you accomodate?
- Is it interactive?

I can think of a hundred valid questions I would ask before giving you any solid, cogent advice.
22 minutes ago



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