YOUR GUIDE TO KNOCKING IT OUT OF THE PARK.

For the last 6 years, In-person events have been ranked by Content Marketing Institute as the most effective b2b lead generation tactic. 81% of marketers use them.

Here’s the problem: Some do it better than others.

If you want to own the show, read on.
GIVE US YOUR WISH-LIST

We’ll work with our audience acquisition team to get your prospects to the event. Send us your list and we’ll get to work.
GET YOUR CLIENTS THERE

Your current clients can get a special discount to attend. Nurturing current business onsite keeps you top-of-mind.

Because if you’re not, your competitors might be.
Pre Event

CHOOSE YOUR TEAM.

Bring your best, and you will do your best. Social & friendly, assertive, bright, high-energy... Any of your reps have all these qualities? Invite them.

Ask yourself: What’s your strategy? How many people will you need to execute successfully? What kind of skills should they have?
GIVE YOUR TEAM WHAT THEY NEED.

Attendee List, Profile Report, App Access, and the Agenda/Schedule and Venue Map are your golden tickets to owning the show.

Is everyone up to speed?

If not, reach out to us, we’re here to help!
PLAN YOUR EXHIBIT SETUP.

Don’t wait until you get to the event to plan an engagement strategy. You’re going to want it to be inviting, memorable, and engaging—think giveaways, entertainment, interaction, and a “WOW” factor never hurts.

Read here for some very smart inspiration: 15 Trade Show Booth Success Tips
Have your pre-show prep call with us.

You've got a lot on your mind, let us help you keep everything straight. Invite your sales team!

We'll have some great advice, we promise.

Schedule A Call
USE THE ATTENDEE LIST, APP, AND PROFILE REPORT.

Using these together, you can target people most interested in your product. Always best to start with them, and start early. If you or your onsite team don’t have ALL of these items, let us know.

DON’T: 
Abuse or Robo-Call through the list!
It’s meant as a support and targeting tool. Be successful through engaging.
CHECK YOUR BOOTH.

Ask yourself: Would you stop by if you were an attendee? If not, there’s a problem.

**DO:**
- Be engaging
- Be at your booth at ALL breaks
- Make sure there’s always one person free to handle prospects
- Collect feedback about your booth and use it for the next show

**DON’T:**
- Be at your booth checking emails on your phone/laptop
- Stay at your booth the whole time
SCHEDULE MEETINGS ON AND OFF SITE.

Have 1-on-1 meetings with potential clients in a more intimate setting. Use this opportunity to discuss objectives and make strides towards a successful business relationship.
PLAN YOUR TIME, BE STRATEGIC.

Use the agenda to spot the breaks, networking functions, relevant presentations.

Split up. Divide and Conquer the show.
Post Event

PLAN YOUR FOLLOW UP STRATEGY.

Nurture leads while they’re front of mind. Thank them for their time at the event, and continue talking shop.

Need help with message? Check out this the-exhibitor.com article called “How to build post-event follow up emails”.

Want some personal feedback on your follow up copy? Run it by our head of lead generation, Joel Levy, for a second set of eyes at Joel.Levy@wbresearch.com.
START THINKING ABOUT ROI AND ROO.

Do you have a plan for tracking your return-on-objective?

Some of our top clients have used this article to measure success of an event:
"Yes, You Can Measure Event ROI", by EventGeek

Don’t forget:
Know your company’s average time to close and average deal price. Communicate findings to all stakeholders.
CONSIDER ADVANCEING YOUR PIPELINE WITH WBR DIGITAL.

Need help with your follow up strategy? Want to reach people you didn’t manage to set meetings with on site? Let’s talk about WBR Digital.

Or you can contact the WBR Digital Managing Director, Dave Matthews, at 646-200-7546 or David.Matthews@wbresearch.com
Post Event

DECADE EARLY WHETHER WE’LL SEE YOU NEXT YEAR!

The highest-exposure options sell quickest. Starting a discussion with our sponsorship director today will put you in a great position to maximize value next year.
NOW THAT YOU’VE READ THROUGH THIS HANDBOOK, IT’S GAME TIME.

Below is a checklist to make you and your team have all of the tools for success!

- Goals/Objectives Ready
- Attendee List
- Your best team members
- Profile Report
- Pre-Show prep phone call
- APP Access
- Onsite Strategy
- Agenda/Schedule of Events
- Booth Supplies/Setup Materials
- A smile and positive attitude, because you’re about to meet your next client.
- An ROI Plan
- About WBR
OVER 20 YEARS OF TRANSFORMING BUSINESS

Worldwide Business Research (WBR) launched in 1996 with just 12 events. We’ve since expanded to over 80 industry leading conferences worldwide, along with a full compliment of content marketing services, and intimate networking events - all aimed at educating, supporting, and connecting the leadership of the world’s core industries.

GROW YOUR BUSINESS

By joining our events, you’re putting your services in front of the decision makers who evaluate solutions for their business. You will position your product in a way consistent with your brand; driving innovation - one connection at a time.