

Behaviour and Communication at the Exhibition Stand

When endeavouring to optimise the behaviour and communication of staff at the exhibition stand, the following tips and information should be considered:

General tips for the exhibition stand

- The behaviour of employees reflects the corporate image
- Conversations are dialogues, not monologues
- The stand staff at the information desk should be the first point of contact
- In saturated markets, exhibitors differ primarily by soft factors
- Attentiveness of stand staff at all times, avoid formation of groups
- Productive use of idle times
- Serving visitors one-on-one if possible → save resources
- Categorize visitors
- Considering in advance ways to start and end a conversation

Correct communication at the exhibition stand

The first impression

In an effort to conduct good and successful communications at the exhibition stand, the first impression is usually decisive. Non-verbal communication often conveys more than words, so it is important that likeability be generated already before the first contact. An open posture, eye contact, nodding and a natural smile play an important role.

Self-assurance

A confident appearance is quite important as the basis for a successful trade fair conversation. Much depends on a firm footing, free hands, gestures above the waistline and a strong voice. Eye contact should always be maintained.

Lasting impression

In order to leave a lasting impression on their interlocutors, the stand staff should speak slowly, structure the information, e.g. by means of enumerations, and expound what has been said using images, stories or examples.

Structuring a successful conversation

- Start a conversation with a polite welcome and a personal introduction.
- Ask specific questions to obtain enough information to categorize visitors and be able to respond to interests, expectations and demands.
- Benefit-oriented presentation of the services offered, active listening and answering visitor questions.
- Briefly summarize the discussion and agree on the next step, including a time frame or deadline.
- Bidding goodbye and documentation of all content discussed in the meeting, including contact details.
- It is also important for a successful discussion to prepare the stand team for critical situations at the exhibition stand. For example, possible complaints could be staged in role-plays and conceivable reactions considered in the run-up to the event.