

Briefing the Stand Team

In order to best prepare the staff at the stand for the challenges awaiting them, it is important to provide them with the following information in the run-up to the fair:

- **Basic information on the trade fair:**
e.g. importance, visitor structure, ranking, goals, products, competitors, target groups
- **Background information:**
e.g. prices, campaigns, behavioural guidelines, information materials at the stand, optimal duration of conversations and conversation techniques
- **Organisational information:**
such as responsibilities, contact persons, dress code, appointment schedule, lead management process, stand staffing plan, catering

There are several options for communicating this information to the stand staff:

Trade-fair training

Shortly before the start of the fair, it is advisable to arrange a short training session for the stand staff with ideally an external presenter. Among other things, the objective is to increase motivation and to train their handling of critical situations. Other content to be conveyed includes the potential of the trade fair, basic information, tasks and challenges for the stand team, communication techniques or Dos & Don'ts. Trade fair training also allows enough time to respond to open questions on the part of the stand staff.

Written trade-fair briefing

Another possibility is a structured, written summary of all important points as a guide to participating in the fair. The essential aspects should be brief and easy to understand for everyone. This manual or guide could also be created in addition to the other options.

Kick-off meeting

In addition, a kick-off meeting should be scheduled one day before the start of the trade fair, in order to optimally prepare the stand staff for the coming trade-show days and to boost motivation and team spirit. In terms of content, above all organisational details, the reiteration of important communication guidelines as well as the trade-fair message, objectives, and the trade fair's potential should be conveyed.

Daily meetings

It makes sense to hold a daily meeting with the stand staff before or after the fair. It allows discussion of problems that occurred during the day, and, in the best case, find a solution. Moreover, in these meetings stand staff can give feedback on discussions held with customers, and the team can exchange trends or information about competitors.

Feedback meeting

An excellent strategy for gathering impressions of the trade fair is a feedback meeting with the stand team on the last show day or shortly after the end of the trade fair. The points of discussion should be documented and used for future trade-fair participations or optimization potential.