Aviation Trade Show Workshop

What Makes a Trade Show Successful?

Many aviation companies build their entire marketing year around trade shows.

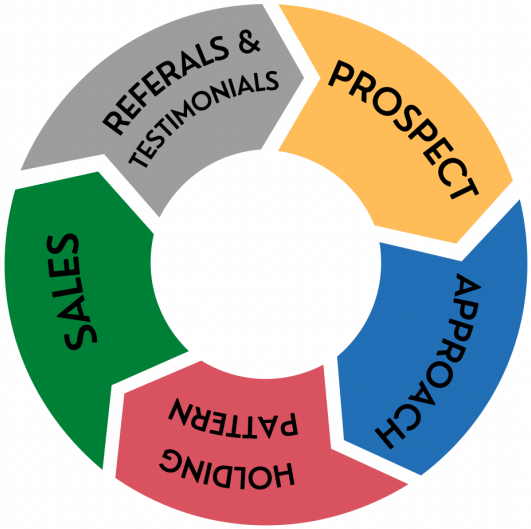
There are many reasons that exhibiting products and services at aviation trade shows is such a great tradition.

It's one of the very best places to see a large number of prospects in one place!

Warm Prospects, Great Partnerships, Solidifying Relationships, and Sales!

Outcomes of this workshop

- Reconnect and meet with partners and vendors.
- Meet with existing customers, renew relationships, referrals, resales, recaptures, and solve customer service issues.
- Meet with vendors at various stages of your sales pipeline and solidify the relationship.
- Meet new prospects fo the first time, make them aware of your product or service, and begin a sales process with them.
- Make Sales!



Success Factors

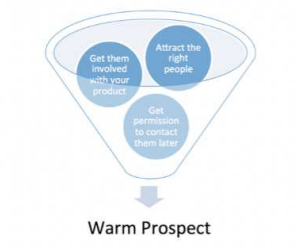
It's important to prioritize and define your goals for this trade show appearance to make the most of your investment!

Aviation Trade Show Workshop

Outline of this Workshop

Onboarding

- How to Use This Course
- Customize Your Profile
- Download the Printed Materials



Information Gathering

- Initial Survey
- Initial Consultation
- Campaign Worksheet

Before the Show

- Task/Contact list
- Invitations
- Calendar as booked as possible
- Supplies, staffing, training etc.

During the Show

- Execute the plan!
- Be fully present with people
- Take detailed notes on every interaction

After the Show

- Send Personal, Custom "Thank-Yous" and "Nice to Meet Yous"
- Execute Follow Up Campaign

Success Factors

Work through the online materials with us as you check off these tasks!

Information Gathering

Exploring the Possibilities and Setting Goals

Before we make ANY recommendations, we need to understand YOUR goals and objectives.

- Do you want to introduce or launch a new company, product or service?
- Do you want to heat up sales for an existing product or service?
- Do you want to find strategic suppliers, investors or other partners?

By understanding your priorities and and objectives, we can make better decisions.

Goal = New Prospects & Sales?

If your goal is new prospects and sales, then the plan will be some variation of this:

1. **Attract the right people**. (People with the Money, Authority and Need for your product- we like the acronym "MAN")
2. **Get them involved** with your product. Some hands-on activity or intellectual exercise is best.
3. **Get permission to contact them later**. If possible, set an expectation for some useful information you can provide.

Success Factors

"Seek First to Understand, then to be Understood!"

-Steven Covey

Before the Show

At Least 90 days Before the Show

You really can never start planning too early!

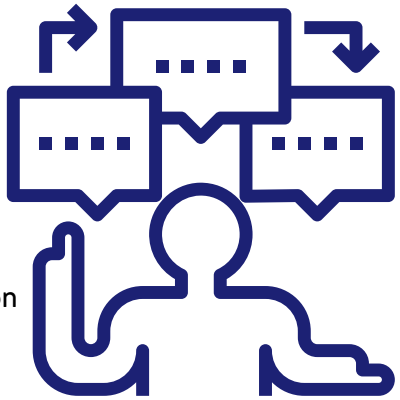
- Find the **best trade shows** for you
- **Research the demographics** and decide whether a trade show is a good way to reach your ideal potential customers.
- **Research your Top 10** most desired customers, most feared competitors, and most valuable partners. If they're attending the show, maybe you should be too!
- **Obtain the show's schedule** and other information.
- **Note important facts** - the demographics of past shows, the important deadlines for registration, calls for papers or speakers.
- **Reserve your booth space.** For many larger shows, the priority deadlines come earlier than you would expect!
- **Submit applications for speaking** and educational opportunities.
- **Plan your exhibit** - size, signage, etc.
- **Plan a campaign to attract** the right people to your booth.
- **Consider hosting an event** (a dinner, a seminar, etc.)
- Determine whether you'll need any **custom supplies or novelties** - order them early to save on expedited shipping.
- Consider ways to **make your appearance hybrid**. What this means is to consider live-casting or record and publish a product demo, a happy customer testimonial, or your educational presentation!

Success Factors

You really can't start too early!

Right after each show you attend, begin planning next year's exhibit - what went well, what could be done better next time?

Before the Show



At Least 60 Days Before the Show

Planning is well underway, and you're starting to publicize your appearance!

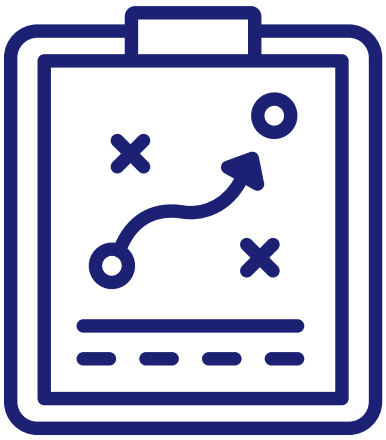
- **Set a measurable, reasonable objective** for the show.
- **Make a final decision** about whether to exhibit or "float" based on your objectives, financial situation, etc. (Don't exhibit at shows you feel you can't do well and afford to follow up properly!)
- **Reserve your booth** space (if you haven't already)
- Determine whether to **hire booth talent**
- **Plan press releases**, new product introductions etc.
- If you're **hosting an event**, make reservations and arrangements
- Order any **needed supplies**
- Prepare for **speaking opportunities**
- **Write press releases** – follow instructions for submitting these for this show for maximum impact.
- **Create your follow up sequence** – using greeting cards, postcards, emails, newsletters, phone calls, etc. as appropriate.
- **Send printed invitations** with a beneficial reason to visit your booth.
- **Plan activities** (games, contests, quizzes) to get booth visitors' interacting in some fun way that is relevant to your product or service.
- **Begin posting on social media** about your exhibit. Use the show's hashtag! (#NBAA21)

Success Factors

People expect more from in-person experiences than ever before.

Up your game by preparing an engaging experience!

Before the Show



30 Days Before the Show

You're refining your game plan and ensuring the whole team feels ready to jump in and get started!

- **Arrange to ship** of your items to the show location. You DON'T want to check them as baggage and then schlep them to the show location on your own.
- **Do reconnaissance** about your competitors and partners – what will THEY be doing?
- Are there **joint marketing opportunities** you should explore?
- Create a **Frequently Asked Questions (FAQ)** document about your product or service and ensure that everyone who will be "attending the booth" is familiar with it.
- **Brainstorm tough questions** your team may be asked.
- Have some **"role playing" sessions** with booth personnel.
- Begin a **"countdown" on social media** and/or your blog.
- **Network with your Top Ten** on social media, set appointments to meet with them.

Success Factors

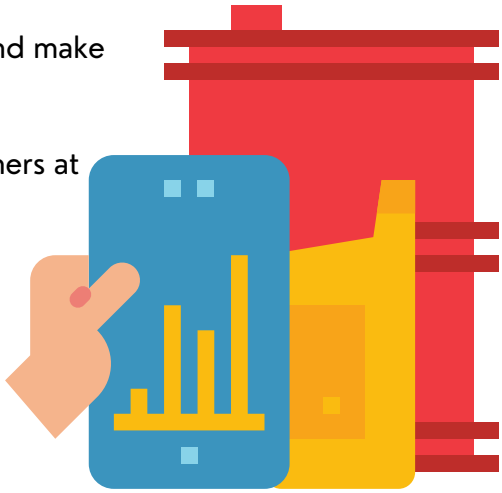
Clever themes or gimmicks are nice,
but it's actually a system of hard work and preparation that yields the best results.

During the Show

All the hard work and preparation are behind you, so now you get to be present in the moment and enjoy the show!

In fact, the more fun you have, the more successful you tend to be!

- **Smile and enjoy** meeting people!
- **Meet with your existing customers.** At least drop by their booth and say hello!
- If you have a **speaking gig or press conference**, allow time afterward to answer questions and/or sit down with an interested prospect.
- **Ensure the booth is attended** at all times, but also "float," network and get ideas for next year.
- **Attend education sessions.** Be a participant, not just a spectator.
- **Attend networking events.** Seek out your Top Ten and make connections.
- **Take pictures** and/or video of your staff and/or customers at your booth. Post on your social media!



Success Factors

"Eyes up" while you're on the show floor.

take lots of pictures & video, take notes with your voice memo feature.

Otherwise keep your phone in your pocket.

First Business Day After the Show

Trade shows are exhausting, and your first day back in the office, you may be tempted to tackle that pile of work that has been accumulating in your absence.

But the most important part of the show is not yet finished - you need to translate those trade show appearances into real relationships by showing up in people's mail, email and on the phone.

This signals that you're serious, professional, appreciative, and playing a long game.

- **Send Thank You Notes** to everyone who visited your booth.
- **Telephone those visitors** who had special concerns.
- Begin your **Follow Up Program**.

Success Factors

"The Fortune is in the Follow Up!"

Execute Your Follow Up Plan

We like to sort prospects into "hot" and "warm."

- **Hot prospects** should be followed up by your sales team - start your sales process beginning with the notes you took at the event.
- **Warm prospects** get added to your "Marketing Holding Pattern" so that they're hearing from you weekly (or at least monthly) until they're ready to buy.

Success Factors

"Persistence, Persistence, Persistence, Persistence and then more Persistence!"

After Action Report

90 to 180 Days After the Show

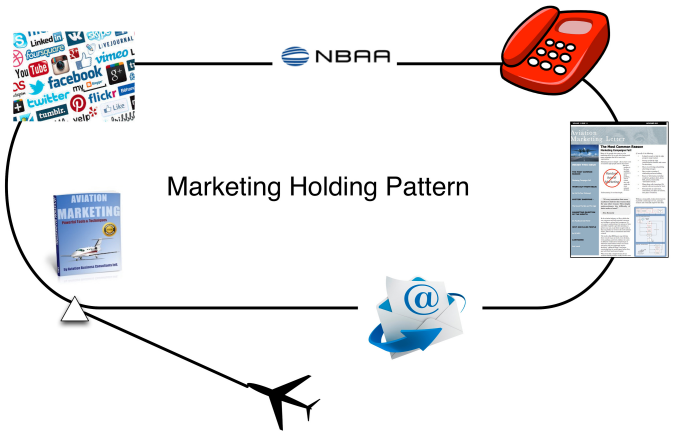
Prepare a report -

- How many hot and warm leads did you acquire?
- How many have purchased or are still in the sales cycle?
- Of the leads that are no longer active, was it Money, Authority or Need that disqualified them?

Discuss with the team -

- How did it go?
- Should we exhibit at this show again or find a better opportunity?
- What should we plan differently for next year?

CONTINUE your holding pattern forever (unless they unsubscribe!)



Success Factors

"It's what you learn after you know it all that counts"
-John Wooden

Getting It Done!

Use Your Office Hours!

- Analyze the best shows for your target demographic
- Brainstorm objectives and themes
- Brainstorm invitation ideas
- Plan your strategy for the show

Use Your Project Hours!

- Improve the Personal Branding of all of your sales people and consultants
- Draft and deploy social media
- Draft and deploy invitations
- Design kiosk slide shows
- Ghostwrite articles, posts & presentations
- Create proposals
- Draft press releases
- Draft product sheets, brochures and other sales collateral
- Draft & deploy followup email sequences
- Draft followup direct mail pieces

Not yet a member of our Marketing Lab?

Why not?

Office Hours & Project Hours

Each of our Silver Level Clients and above gets one office hour per month, and at least one Project Hour per month. Need more or fewer hours? Your service level can be adjusted up or down any time with 30 days notice!

Office Hours

- One on One
- Via Zoom or Phone
- Sales or Marketing Strategy
- Role Playing
- Creating Campaigns
- Reviewing Docs "in Person"
- Planning
- Prioritizing

Project Hours

- Offline Tasks
- Web Site Development
- Copy Writing
- Research
- Document Design
- Press Releases
- Direct Mail Production
- Digital Marketing

How Many Hours Do You Get?

Marketing Lab Membership Level	Pro	Silver	Gold	Platinum	Titanium	Ultimate
Number of People Per Account	1	1	3	5	7	9
Book Club	Yes	Yes	Yes	Yes	Yes	Yes
Design Studio (CanvaPro)	Yes	Yes	Yes	Yes	Yes	Yes
VIP Lounge (Private Circle Group)	Yes	Yes	Yes	Yes	Yes	Yes
Web Site Visitor ID (Leadfeeder)	No	No	Yes	Yes	Yes	Yes
Web Site Intelligence (SEMRush)	No	Yes	Yes	Yes	Yes	Yes
Social Media Tracking (SEMRush)	No	No	No	Yes	Yes	Yes
Project Management (Basecamp)	No	Yes	Yes	Yes	Yes	Yes
Alchemer Surveys, Quizzes & Contests	No	No	Yes	Yes	Yes	Yes
Social Media Templates in Canva	Yes	Yes	Yes	Yes	Yes	Yes
Strategy Planning & Budget Workshop	Yes	Yes	Yes	Yes	Yes	Yes
Aviation Industry Prospecting Workshop	Yes	Yes	Yes	Yes	Yes	Yes
Aviation Trade Show Workshop	No	Yes	Yes	Yes	Yes	Yes
Focused Social Media Workshop	No	Yes	Yes	Yes	Yes	Yes
How to Work With The Press Workshop	No	Yes	Yes	Yes	Yes	Yes
Promo Video Workshop	Yes	Yes	Yes	Yes	Yes	Yes
Resales, Recaptures & Referrals Workshop	Yes	Yes	Yes	Yes	Yes	Yes
Aviation Sales Fundamentals Workshop	No	Yes	Yes	Yes	Yes	Yes
Personal Branding Workshop	No	No	No	Yes	Yes	Yes
Executive Digital Coaching	No	No	No	No	Yes	Yes
Product or Service Branding	No	No	Yes	Yes	Yes	Yes
Group Office Hours (2/month)	Yes	Yes	Yes	Yes	Yes	Yes
Private Office Hours (1/month)	No	Yes	Yes	Yes	Yes	Yes
Dedicated Project Hours/Month	0	1	3	6	12	40
Investment	$99/month	$379/month	$979/month	$2779/month	$3779/month	$7779/month

- Add $179/month for each additional person enrolled in our Aviation Sales Professional Course.

Other Workshops for Aviation Sales and Marketing Professionals

These workshops are free for Aviation Sales and Marketing Lab Members.

Not yet a member? Let's talk about how a commitment to long-term excellence will help your business!

Success Factors

A great pilot, or a great marketer, is ALWAYS learning!