



Every marketer and business owner needs to sell and over the decades, they've worked to perfect that craft. Whether it's by using cold calls, emails, networking events, online advertising banners, real world billboards and even simply knocking on doors to pitch a product or service, everything has been tried and tested.

Some companies, however, find particular success in attending events, whether they be exhibitions or conferences aimed at either attracting new business or networking to find your next joint business venture.

Plan ahead

There are conferences happening all the time and businesses need to be selective. Big headline grabbing events such as the **Mortgage Business Expo** give brokers the opportunity to meet insurance companies, legal firms, mortgage clubs and lenders face to face, and offer the chance to have seminars with high level speakers. Commercial brokers, on the other hand, might be interested in exhibitions that focus on their specific business, such as the **NACFB Commercial Finance Expo**.

Do research

Research every detail of what is planned for your chosen conference, including who is sponsoring, speaking and exhibiting. If that information isn't published online, check out last year's event reviews - they'll often have a social media account that will have reported on the event.

If you can, get a map of the exhibition floor. There's nothing worse than arriving at a gigantic hall full of fascinating opportunities but you're wearing the wrong shoes to trek miles in!

Set goals

Write a list of key objectives (such as making 3 contacts and attending 1 keynote) and big questions you want answered. This will help you focus more quickly on who you need to speak to and which sessions you need to attend. Without goals, you risk ending the day with a handful of goody bags and possibly a couple of contacts. Be ready to ask those questions - you'll stand out as someone who wants to be part of the industry rather than simply wanting another sale.

Be social

If you're active on social media and have a loyal following, this is your opportunity to showcase how invested you are in getting the most out of an event. All conferences will have official



TIPS FOR GETTING THE MOST OUT OF EXHIBITIONS & CONFERENCES



hashtags that you can use in your messaging. You'll find a lot of businesses end up supporting each other by retweeting that they're attending the same event together. Write about a particular speaker and they might thank you by promoting you to their following.

Socialise

Before you arrive, make sure you have plenty of business cards. Conferences and exhibitions are great places to meet all manner of new opportunities. Whether those opportunities are new business partners or promoters, events are where you can expand your contacts book.

To avoid getting home at the end of a long conference with a bag full of business cards you don't remember getting, try an app like **CamCard**. The app scans business cards and lets you add notes about the person and the conversation you had with them.

Conversations also don't need to stop at the end of the conference; schedule follow-up meetings and get-togethers to ensure the more people you speak to, the more doors you open.

Follow-up

After the event, write a personalised email to every contact. Keep them brief, personal and engaging, with content focused on how your business can help them.

We hope you enjoy your next exhibition or business event! For more business tips, check out our [Growth Library](#).