

Thre More Top Tips To Get 2011 Started

Improve Your Exhibition Performance

Make sure you employ the correct staff, staff account for 80% of your success. The secret to success is listening to you customers, you need to employ the 80/20 rule... 80% listening and 20% talking

Don't forget about marketing your exhibition presence whilst you are at the exhibition, marketing activity should NOT stop just because the exhibition is underway. Keep sending the Press Office your press releases, Tweet about your stand and what you are offering, think about using Blue tooth to reach all those people at your exhibition just before you start a demonstration!

Make Your Emails Look More Professional

Want your emails to look and feel more professional? Have you considered using an Email Marketing Package? There are plenty on the market which we will discuss at the seminar, but you may want to check out [Mail Chimp](#), they offer a Free service allowing you to send an email up to 1000 contacts, up to 6 times per month.

Short of Time? Use A Venue Finding Agency

If you have not got time to search for venues yourself, you can think about using a Venue Finding agency. They charge the venue NOT you, so there is no cost involved. There are plenty out there but the best one I have found is [Brighter Meetings and Events](#)