



**PROMAT**

**2015**

McCormick Place South | Chicago

March 23-26, 2015

[promatshow.com](http://promatshow.com)

# Setting Goals & Objectives

## An introduction to PROMAT 2015 Exhibitor Education

- Presented by:
- **Ed Jones, President**
- Constellation Communication Corp.

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You may download this presentation. . .

<http://tinyurl.com/promatexhibitortraining>

(<http://constellation1.com/promatexhibitor/trainingintro.pdf>)



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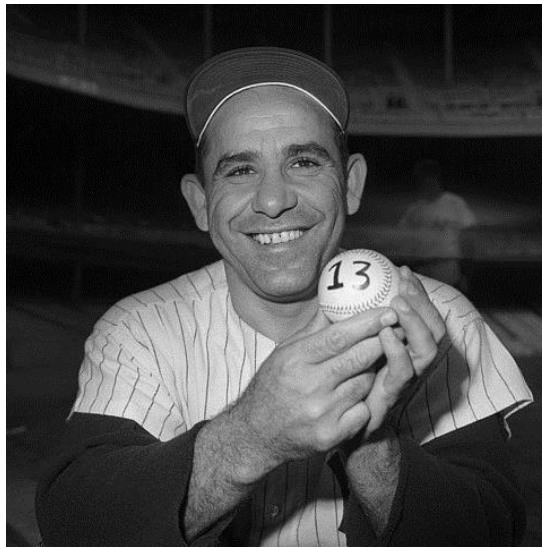


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**"If you don't know where you are going,  
you may wind up somewhere else."**



Yogi Berra



THE INDUSTRY THAT MAKES SUPPLY CHAINS WORK

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## Exhibitors Who Have a Good Plan Achieve the Best Results

- Know what to expect in terms of results
  - Set realistic expectations
- Improve the perception of value of among top management doing the show
- Involve more people in planning and achievement of results
- Accurately identify changes that will improve results on the next event

## Goals for this presentation . . .

1. Encourage mapping of a broad set of goals and objectives:
  - Business development
  - Marketing communications
  - Pre-, at and post-event
2. Enable your company to settle on the most important accomplishments possible
3. Determine the top drivers and measures of success
4. Introduce you to the exhibitor training modules available from PROMAT



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## Complimentary Exhibitor Education Series

1. Objective Setting
2. Target Marketing
3. Message Development
4. Creating the Plan
5. Success for the Small Exhibitor
6. Staff Engagement and Visitor Management Skills

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## Where to Find!

- These modules are found on the **ShowPro** Exhibitor Education Section of the Show Website

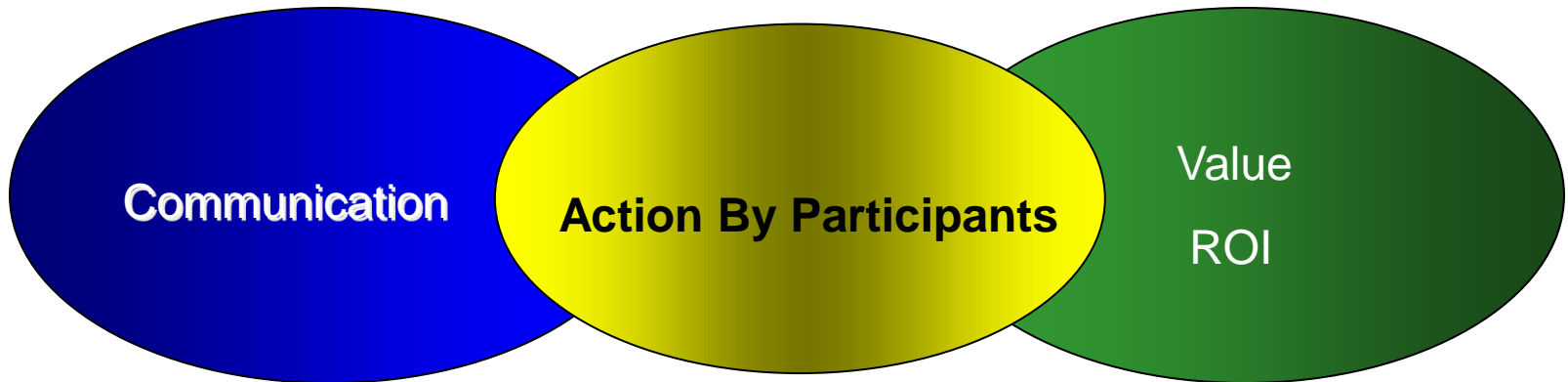
<http://www.promatshow.com/showpro/>

- And on the Exhibitor Training Portal:

<http://tinyurl.com/promat15training>

# The First Steps in Planning- Establishing the Value Chain

Business Value comes only from Actions by the Targeted Audience



What do we want our participants to do as a result of interacting with us at PROMAT?



## The First Three Planning Questions Should Be . . .

### 1. Who must we attract?

**Industry Segment** (ex: Retail, Transportation)

**Company Type** (ex: Consumer Package Goods,  
Manufacturer)

**Company Size** (ex: 1 million and above in revenue)

**Functional Responsibility** (ex: Executive,  
Manufacturing, Operations, Production, Distribution)

**Title** (ex: President, CFO, VP, Engineer, Operations  
Manager)

**Name**, if practical (ex: Joe Tomlin)

## The First Three Planning Questions Should Be . . .

2. What must we tell and show our participants that will persuade them to act?
3. What are the specific follow-up actions we will ask our qualified participants to take?

**Example: Engage with a Dealer!**

## Two Key Measures of Success

1. How many participants committed to take the expected “Next Step”
  - Definition of a real lead
2. How many participants were tracked as having taken the “Next Step”
  - Statistical predictor of eventual sales impact

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## Three Simple Critical Success Factors . . .

1. Engage enough of the **right people**
2. Convey a clear, **persuasive message**
3. Attain the **desired action** from  
participants



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## Trade Show Marketing Effect on Profit Equation

- Trade Show activity can affect both elements of the profit equation:

$$\text{Revenue} - \text{Cost} = \text{Gross Profit}$$

You activities can influence both revenue and cost in numerous ways.



## The Four Categories of Value

1. **Sales** - New Revenue Development
2. **Retention** – Customers and Existing Revenue Base
3. **Cost Reduction**
4. **Promotion and Communication Value**

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# Establishing Multiple Layers of Success through Expanded Objectives



## Key Event Objective #1

### Business Development

- I. Customers (CRM, Customer Retention)
  - Customer Success
  - Customer Growth
- II. Prospects (Cust. Acq.)
  - New Business
- III. Business Process Partners (Process Improvement)
  - Channels
  - Suppliers
- IV. Influencers (Mkt. Devel.)
  - Alliances
  - Developers
  - Integrators
- V. Recruits

## Key Event Objective #2

### Marketing Communications

- I. Press/ Media
- II. Analysts
- III. PR Targets
- IV. Marcom Targets (Markets)
  - Brand Development Reinforcement
  - Market Positioning
  - Product Positioning
  - Introductions/ Launches
  - Program Comm.
  - Community Relations



# Basic Objectives Setting Worksheet

1. Who specifically do you want to reach at this event?

(List with defining criteria)

- a) Customers (List) \_\_\_\_\_
- b) Prospects (List by:
  - Industry, Company Type, Company Size, Functional Responsibility, Title, Name \_\_\_\_\_
- c) Channels such as Distributors (List) \_\_\_\_\_
- d) Suppliers (List) \_\_\_\_\_
- e) Influencers (List or define) \_\_\_\_\_
- f) Others (List or Define) \_\_\_\_\_

## Basic Objectives Setting Worksheet

2. What are our product or communication priorities for each target group defined in step 1? \_\_\_\_\_

(List with defining criteria and examples)

3. What are our key messages

Use a message matrix:

| Targeted Group           | Priority Products, Services, Offerings                                 | Priority Messages (personal value for target)                | Desired Action Step   |
|--------------------------|--|--|---|
| Construction, Exec Mgmt. | Digger Doodle, Hoe Down, Crazy Crawler, Lucky Lease, Maintenance Mania | Reduce total cost of ownership, Attractive financial options | Accept dealer visit, cost comparison tool, 30 day product trial |
|                          |  |  |   |



## Basic Objectives Setting Worksheet

4. What are the committed action steps? \_\_\_\_\_

- How do they intersect the sales funnel or cycle? Describe
- How are they supported and facilitated for the participant?

Describe

- How can they be tracked? Describe



# Basic Objectives Setting Worksheet

5. What are our cost saving tactics and goals? \_\_\_\_\_

List and Describe

6. What are our retention tactics and goals? \_\_\_\_\_

Customer Activities (CRM) – List and Describe

Channel Activities - List and Describe

Customer and Channel Related Growth (Sales) Goals - List and Describe

- 1 Up-selling
- 2 Program Selling
- 3 Terms



## Basic Objectives Setting Worksheet

7. What are our communication tactics and goals? \_\_\_\_\_

- Advertising
- PR
- Press Management and Influence
  - Earned Media Goals
- Event Related Promotion Activities and Goals
  - Impressions
- Social and Digital Media
  - Reach
- Direct Marketing
  - Market wide scope
- Relationship Development
  - Environmental Influencers, Etc.

## How to Get Started

- Review the Content of the Objective Setting Training Module (<http://tinyurl.com/promat15training>)
- Begin the Objective Setting Process **as soon as possible** before the show date.
- **Involve a wide range of participants** from within your company.
- **Use the training module and the objective setting worksheets** as a basis for discussion and documentation with your event team.

## MHI Provides Assistance for Your Success!

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## Direct Assistance (Coaching) With Strategy, Planning, Execution And Training

Available to you at reduced cost courtesy of AEM and

- Contact our team at:



eMail: [showsupport@constellationcc.com](mailto:showsupport@constellationcc.com)

Call: **+1.770.391.0015**

Visit: [www.constellationcc.com](http://www.constellationcc.com)

Visit my blog for other Measurement Tips

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**Thank You!**  
**and Questions**