



REACH THE TOP KEY CONTACTS AND GAIN MAXIMUM ROI ON YOUR DEFENCE, GOVERNMENT AND HOMELAND EVENTS

In preparing 2012 event marketing strategies it is clear we must deal with proactive “belt tightening” in the defence market. We have a couple of recommendations to pass along that should be useful in obtaining similar or increased results even as event budgets are reduced. Making these adjustments will put you ahead of competitors who fail to recognise and make these changes.

1. Increase Attraction and Engagement of High Value Targets

As event budgets decrease for both exhibitors and for attendees, it follows that the quality of the guest experience at a show is paramount to keep attracting key decision makers and influencers into productive engagement.

This requires a structured process covering the following; all of which will signal you as a very attentive, dedicated and professional company from your competitors:

- Pre-show marketing campaign with *protocol-correct* invitations and mailings to targeted guests, coordinated carefully across your business areas
- Confirmation to your guests of their attendance; continuing the marketing communications message
- Meeting Management – pre-planned meetings to enable aligned and well briefed BD and support staff to maximise cross business area collaboration
- Meeting Space Management – organise stand meeting spaces to avoid overlap, streamline guest flow and ensure the most important meetings have rooms
- Reception/Engagement onto the stand – expected and unexpected guests handled seamlessly; linked up efficiently with the person best able to meet their requirements. All visitors feel expected.
- Data capture – throughout the process to facilitate enquiry follow-up and help steer future stand design and event participation decision making
- Extract Value for the BD Team – in return for guest data provided by BD, generate Trip and Follow-up Reports for the individual / business area / company as a whole.



2. Effective Visitor Engagement and Interaction

New demonstration technologies and capabilities combined with increased staff effectiveness can accomplish greater results with fewer staff, less equipment and smaller space.

This requires your event staff to be effective at their jobs. Selling in the “customer context,” adeptly using new, interactive digital presentations and demonstration technologies and gathering and protecting competitive intelligence are examples of the enhanced level of staff skill level required to be effective. Training and staff skills development is required for staff to fully utilise new technologies to deliver the most effective visitor engagements leading to follow-up interactions.

3. “Right Sizing” Investments in 2012 and Future Events

Proactive reductions in event marketing budgets require that we understand which events should be continued, which events should be cut or reduced, and which events to expand, perhaps in new less expensive ways. There is often disagreement on these issues between Event Management, Marketing Communications and Business Development. An effective event forecasting, assessment and reporting programme will allow these discussions and decisions to be based upon facts supported by:

- Show Evaluations
- Show Comparisons
- Fact Based Show Selection
- Right Sizing of Investments

The initiatives we have suggested are not easy to accomplish, but all are possible in a time frame that allows for results improvement this year. We want to support you with expertise and services that are unsurpassed in the defence and government markets.

If any or all of the above is of interest please contact us at any of the numbers below and we can discuss how we can help you make the most of this “belt tightening” period.

We look forward to talking with you.

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Constellation Communication, Business Winning Systems and Cirrus Event Management have teamed to provide immediate solutions for your needs.