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## Attending Trade Shows vs. Hosting Your Own Event

When looking at your company dynamics in regards to getting in front of your clients and prospective clients, have you considered bringing them to your own door?

### WHAT'S IN A NAME

Keeping your name out there, consistently branding your company is crucial in any market; but it has never been more essential for your business to continue to thrive than now. The idea of bringing your top clients and your prospective new clients to a small intimate meeting for educational purposes should be on your radar if you are going to fewer shows this year.

Face to face time is what it is all about; building the relationships that will withstand the turmoils of the economic landscape. Letting your clients absorb who and what you are, almost by osmosis, via the visual branding of your company, products and or services.

These events may be regional, nationwide or global in scope, as long as they are carefully thought out, planned and executed, and you have the capability to measure the ROI when all is said and done.

You need to create a fun and entertaining environment where your clients feel appreciated and in which they get to

bond with you. A rewarding, positive experience can go a long way toward customer retention and future buying.

Using the word “reward” is purposeful in this conversation, as you know, your clients have options out there and many of your competitors are knocking on *your* best clients’ doors daily to get their attention. Before you know it your best client may start looking around for what they’ve been led to believe are greener pastures!

The strong relationships you forge with your clients are solidified even more when you have that face time with the decision makers. Building towards this event you host, you should be using all the tools in your marketing arsenal, such as social media, written invitations, phone, and in-person invitation conversations.

Then the event at your company headquarters, an event center, hotel or regional office is followed up by some practical ROI calculations. You should be able to tell what business sectors went up due to the direct contact you had with the education value-added events you hosted for your clients and or prospective clients.

So whatever you do this summer, make it a point to attend events pertinent to your industry. If you are not attending events, host one!