

CATALYST

Virtual Showcase Best Practices

Virtual
Conference
+ Showcase
28-30
October 2020

Texas
Society of
Architects

Eight Actions

1

ESTABLISH YOUR GOALS

As with a physical expo, you will need to establish your goals for the virtual one. Visit with your team and decide what you are trying to achieve and determine the steps you will need to get there.

2

DESIGN YOUR SPACE

Take the time to create a visually appealing booth. Grab attendees' attention by having a colorful, high contrast booth. Make sure your logo is prominently displayed and your product description is concise and thorough.

3

PREPARE GREAT CONTENT

The more content you can provide in, such as white sheets, videos, collateral, or web links, the more attention you will get from attendees. With a virtual event there are fewer limitations to the content you can provide — everything is just a click away. That said, if you lose their attention for a second, an attendee can slip away. Make sure your content is clear, concise and will grab the attention of attendees.

4

EXPAND YOUR DEFINITION OF 'BOOTH'

What you can set up in the virtual environment is really better described as a resource centers with multimedia capabilities. Think outside the box (or outside the booth) and be as creative and far reaching as you can.

Eight Actions

5

BE SOCIAL

Perhaps you cannot lure visitors into your space with the smell of warm cookies or coffee, but you can still find ways to reel attendees in. Door prizes remain a huge draw, and the virtual conference removes the limits that the physical event provides. Be imaginative – perhaps an online mixologist or floral arranger can provide a short, informative lesson? You can still provide drinks and eats to attendees through gift card giveaways. With the virtual platform, the sky is the limit. Be creative and set yourself apart from others.

6

BE PREPARED

Make sure all booth reps spend at least 30 minutes with the interface and tools prior to the live event. You may want to script the beginnings of chats ahead of time, at least a simple message of, “Good afternoon! I will be right with you.” Arrange for back-up help if traffic gets heavy. You do not want to lose attendees because you are too engaged with someone else, so staff adequately.

7

BE PATIENT

Attendees may want to step into your space to browse and explore. Allow them some time to poke around and look on their own. When approaching them, have predetermined leading lines ready. Calls to action remain the best closing line, in writing and via live chats. Have a destination, such as a purpose-built landing page, to send your warm leads.

8

REACH OUT

Contact us with any questions or comments. We are all in this together, and together we can all succeed.