

3. Create a Stand Alone Website or Product Page

If you are launching a tradeshow specific website, you should add a lot of interesting, valuable, and relevant content and use your special event URL in all show related correspondence, press releases, and invitations. Make sure you can update it quickly and easily. You may also include photos, fact sheets and marketing materials. Don't forget to post a link to it from your main website. Remember: a well-managed website could be the difference in converting leads to customers.

4. Try to Secure Speaking Engagements

Inquire about potential speaking opportunities, either as a keynote speaker, and on the exhibit floor presentation or pavilion, or as a participant in a panel discussion. Speaking engagements require extensive planning and creativity, so start early and identify a few topics that would be of high interest to your target market. To make a bigger impact, focus on subjects and issues you are most comfortable presenting.

One thing is for sure: the most successful Public Relations practitioners don't just distribute press releases and wait for the phone to ring. It doesn't work that way...They take the time up front to develop powerful messaging and communications strategies that initiate discussions, influence decisions, and ultimately lead to publicity and purchasing action.

I hope my recommendations above will inspire you to take action, get the most of each tradeshow and experience the success you deserve.

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