



Infusing Your Clients' Sen5es e-Update

September, 2008

It's trade show season – are you Ready and Set to Go?

It's a lot of work to plan and budget for your organization's presence at an upcoming industry trade show. Once you decide to exhibit at an event what is the first thing you do?

As a manager, you complete the necessary forms, designate boxes of publications, trade booth and then assign a few staff to travel and attend the event. However, exhibiting can reap you so much more. *As a starting point:*

What do you know about...
...the trade show event?

1. What are the projected target audiences and total attendance for the show and past success rate?
2. Are any of your competitors or complementary businesses to your products exhibiting?
3. What are the advantages, benefits, or accessibility to attendees that you would receive as an exhibitor?

...your staff?

1. Which of your staff members know your products/services the most that you could afford their absence from the office for a few days?
Tip: It's good to pair experienced, knowledgeable staff with new or less experienced staff members.
2. Is there a set of guidelines created that will help your staff with strategic and logistical information?

Are there professional development opportunities or other business advantages that can be accessed through that trade show event or another event within the vicinity?

Work with your staff to set realistic and defined objectives. An effective strategy is one that looks good on paper AND works in practice. In the end, your onsite team can make it *or* break it.

And don't forget post-event activity is paramount to creating new business and maintaining happy clients. Make your investment take a life of its own *after* the event - when it counts!

Infuse Five helps associations and organizations that are looking to inject smart marketing into their business programs without needing to hire a full time professional.

If you'd like to learn more about how Infuse Five can help you to maximize results with your trade show calendar of events, or other marketing initiatives contact us at 613-884-7714 or email sen5es@InfuseFive.com .



Quote of the Moment

"Always treat your employees exactly as you want them to treat your best customers."

- Stephen Covey

IT'S GOOD TO GIVE - PASS IT ALONG...

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Good day,

A few weeks ago I was heading out the door + grabbed a bottle of water for the drive over to meet with a client. I thought I was being healthy + environmentally conscious as I would recycle the plastic bottle afterward. Life as I had known it changed at that moment.

I learned that bacteria + toxic plastic compounds have been found in bottles reused repeatedly. Of course, it made me delve further. I discovered bottled water companies do not have to release their water testing results to the public, whereas municipalities do. Reuseable Nalgene bottles were also proven to be unsafe.

The more I read the more astonished I became. I learned about the term 'greenwashing.'

Greenwashing – in case you aren't in the 'know' – is used to describe the perception of consumers that they are being misled by a company regarding their environmental practices.

How does this relate to marketing? Keeping it real when you are promoting, marketing + transferring knowledge will help to strengthen client loyalty and earn industry respect.

And, if you can add some genuine green practices while you're at it, all the better!

Cheers,
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