THE METHOD

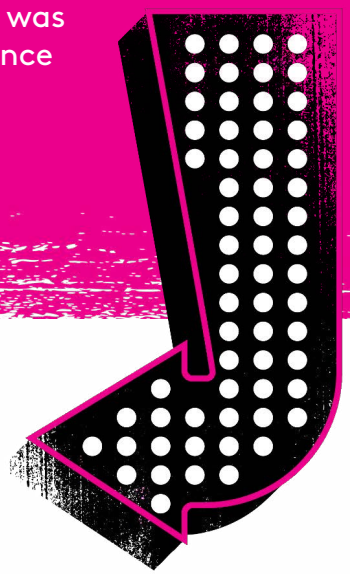
# CASE STUDY: EXHIBITION PERFORMANCE

## CLIENT / CONTEXT

Four organisations preparing representatives for major exhibitions and trade shows, aiming to engage more delegates, generate stronger leads and improve the visitor experience.

## THE CHALLENGE

With exhibitions representing a major investment, success depends on what representatives do on the stand — approaching delegates confidently, building rapport and turning conversations into leads. Across all four organisations, the goal was consistent, commercially effective performance throughout the event.



## THE SOLUTION

THE METHOD delivered an Exhibition Representative Performance Programme to help on-stand teams become more confident, engaging and commercially effective.

## PERFORMANCE PROGRAMME

### THE TOOLKITS:

#### EXCEPTIONAL EXHIBITION REPRESENTATIVES

A 270-minute TOOLKIT developed the Professional Performance required to engage more delegates and create more leads.

Participants developed their ability to present themselves with confidence and approachability, establish rapport, qualify opportunities, communicate key messages and move productive conversations towards contact details, follow-up meetings or a clear call to action.

#### PREPARING FOR A SPECIFIC EXHIBITION OR EVENT

A 270-minute TOOLKIT helped teams prepare their performance around the requirements of the specific upcoming event.

Teams defined event objectives and measures of success, agreed expected on-stand behaviours and prepared their approach for before, during and after the exhibition.

## THE STUDIO:

### REHEARSAL

Participants rehearsed the enhanced performance required of an Exceptional Exhibition Representative before applying it in the live environment.

### ON-SITE COACHING

Live observation and immediate coaching during exhibitions helped representatives adjust and improve their performance while the event was taking place.

"The results speak for themselves. We take more leads at shows, perception of our brand and service values have been raised and those trained have a tool kit of skills that they are now actively using in many other areas of their work."

Senior Marketing Manager, Christie Digital

"Measurable improvement is their boast – and they truly delivered. More leads, improved delegate engagement, better results and a more confident and positive experience for our people. I unreservedly recommend trying this simple system."

Head of Marketing, Sequoia

# BUSINESS RESULTS

Across the client results reviewed, organisations achieved an average 35% increase in the number of leads compared with previous exhibitions.

+35%

The strongest individual client result was a 78% increase in the number of leads compared with previous exhibitions.

+78% best recorded client result

## PERSONAL PERFORMANCE




of representatives felt more confident about performing well at the upcoming exhibition.




felt more comfortable asking for contact details or delivering a call to action after an interaction.




reported acting as a stronger ambassador for the brand.

## PROGRAMME CONTINUATION / WIDER APPLICATION

Client feedback indicates that the performance developed for exhibitions was also applied beyond the event itself, with one client reporting that trained representatives continued to use the skills in other areas of their work.