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Live Presentations Drive Home Point

The keen competition at trade shows often finds exhibitors taxing their imaginations for creative ways to attract visitors. One such method is the live presentation—a powerful and effective tool to reach prospects. The live presentation can make the product message more memorable, explain benefits and features that otherwise might not be obvious and—at large shows—dramatically increase the number of prospects reached.

The tool can backfire, though. Unless the presentation is planned and executed carefully, it can become nothing more than a “gimmick” that can actually interfere with the selling message.

To be effective, the presentation should work much like the headline in an advertisement. The headline attracts the attention of the reader, points out a feature or benefit, and leads the reader into the copy, which might result in a sale.

A well-constructed presentation does the same thing for the exhibitor. It catches the eyes of prospects, gains their attention, and dramatizes and explains the product. If properly conceived, the presentation will maintain interest and deliver a better-informed prospect to the sales staff.

Most presentations can be found at the larger exhibitions, where thousands of prospects pour through the halls in a matter of three or four days. It is impossible for a sales force, regardless of size, to reach all of their prospects effectively.

In these instances, the presentation can reach large numbers of prospects with the basic sales story and leave the sales force to answer questions, and to sell the product or service on display.

At these large expositions, the presentation has two advantages. First, it gives the company more exposure at the show, lowering the cost per exposure. Additionally, it increases the efficiency of the sales force by allowing them to spend their time with better informed and more interested prospects.

Of course, presentations are seen at smaller trade shows, too, but not as often. Generally, they are used when the audience represents an important buying influence. At these shows, the exhibitor is not interested in numbers, but he or she wants to compete favorably for the time and share of mind of show visitors, and convey the company’s message with as much drama and impact as possible.