

OR GOES TO 11!

ELEVEN TOP TIPS FOR UNLOCKING VALUE LEADING INTO OR SUMMER MARKET 2015
(AMONG THE BEST SHOWS ON THE PLANET IF YOU DO IT RIGHT)

- **ARRANGE APPOINTMENTS GEOGRAPHICALLY** – get the floorplan up on your screen and spend two hours identifying and blocking time in areas of the show BEFORE you start getting deep into scheduling. You can easily burn 20 mins between appts. Getting to/from... add that up for every working hour of a show and you can literally waste an entire day of your 2-5 day OR experience in transit. Don't do it.
- **BUILD IN PAVILION TIME!** At least 4 hours to walk 3 pavilions (500 co's). At A16 BITD, we would walk the entire show in 4 hours, but that was way back when. To explore the Ecotones of the Outdoor Business, you'll want to take that much time in the Pavilions alone. This is where emerging tech, style, and even entire categories can be found before they go big (or don't).
- **FIND AND USE TECHNOLOGY** that applies to your business – this tip applies whether you are a retailer, rep, manufacturer, non-profit advocate or media professional (maybe Especially if you are media). Wearables, A/V, Health Tracking apps, materials and design tools, etc... and KEEP NOTES about it. A simple smartphone photo will do the trick, as long as you comb through images and make notes after. On that note, Take Pictures... it's Okay! With the right protocol you will be both rule-abiding AND show smart. You know how Google and other social sites want to put together stories for you? Organized by date, set to music, etc... ? Well in this case, you should let them. Take pics (**asking permissions whenever in a booth**) and build an inspiration and information deck to show your partners in the business and to remind you of what you got from the show experience. Video, of course, but in short bursts. 5-45 seconds. Themes could be merchandising ideas, technology applications, people you admire (selfies), celebrity sightings, and new products or categories even. A good photojournal of your experience of the show could really be worth gold if done right and shared judiciously. WARNING; not asking permission when inside a booth taking pics is cause for revocation of credentials and forced removal from the show, as well as confiscation of camera. Respect an exhibitor who says 'NO' to pics.
- **MAKE 25 NEW KEY CONNECTIONS** - easy to plan, hard to execute. Plan/allow networking time and have a measurable target (count business cards, or new twitter followers for your content, or subscribers on your insty. Follow Up Follow Up... Follow Up. The discipline on this one is to build contacts into your CRM and organize your database to accommodate easy finding later on. Reps, Specialty Retailers, Paddlesports,



Core Running, PR/Marketing, Advocacy groups, etc... are samples of 'categorical recall' titles.

- **MEET 10 INDUSTRY ROCK STARS** – It's important to keep connected at high levels in the industry. Suggestions? OIA new Executive Director is a key player in the future of the industry and participation advocacy, as are Chris and Stasia running the Outdoor Foundation. Also meet brand leaders, association leadership, board members of key industry advocacy groups.
- **KEEP 2 DAYS AFTER SHOW OPEN** for processing/follow up/schedule. Too many show experiences blow by with no time dedicated to processing and locking in the advancement potential for your business.
- **MEET/TALK WITH YOUR TEAM EVERY DAY** to debrief at least 30 minutes; highlights and follow up needed. Have a scribe or a central cloud resource log crucial follow up notes. There's that phrase again.
- **ENGAGE SOCIAL MEDIA FOR YOUR CUSTOMERS** and your internal team too; at least post on your brand/store site (they want to know your fingers are on the pulse of the industry). Make sure your community knows you are exploring the very edges of what is possible for your store, brand, or organization by being at OR for THEM, as well as for you. What do your customers want you to discover? What have they heard or yearned for with your store? Can you give a thoughtful response based on discoveries at show? This goes for your team back home, too.
- **PLAN A LITTLE PLAY TIME.** Easily the easiest and hardest thing to do on this top 11 list. Get into the freakin' Wasatch, for goodness sake – just imagine what it's doing to your psyche to know what mountains are 20 minutes away yet you actively decide to eschew them for yet more air conditioned indoorsiness? Morning trail run is very popular, but afternoon pitches on the Wasatch Front, Mill Creek Cyn hike, all only 10-40 minutes away? Trust me on this, you'll be glad you did.
- **MAKE TOP TEN LISTS AND SHARE WITH YOUR AUDIENCE** back home, internal and external. Top innovations, top style statements, top #stylefail statements, top wanna have now lists, best beards of #ORShow, top strangest objects, top marketing imagery, best looking show attendees (get the model release), Cutest dog, Outdoor celebrity spotting, whatever your customers (and home staff) would enjoy!
- **GET COPIES OF THE SHOW DIRECTORY (2 IF YOU CAN).** It's amazing how many people come home from the show without these. Even though they don't give full information anymore on contacts for the brands, having the geography and



phone numbers, as well as a floorplan layout of the show, pays off in many ways after the show is over. Whether you are a retailer, manufacturer, supplier, or service provider, this book is only available for those attending the show. Don't get left out by looking for one on the last day. They'll be gone. And nope, no digital version available.

If you can tick the box on at least 5 of these, you will no doubt have a solid show experience to take home to your team, your customers and to the bank. Literally.

For more B2B show tips, subscribe to my occasional newsletter at www.kenjiconsults.com . I'll also be following this post show with a great list on how to make the biggest impact with your show follow up!

Kenji Haroutunian
www.KenjiConsults.com

