



# CUSTARD'S TIPS

Maximise your exposure  
and follow up from  
CHS Birmingham

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The Delegate Wranglers®

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# Make a plan!

Preparation is key. Before you even set foot in the ICC Birmingham on 29 October, it's important to:

- **Set clear objectives and share them with your team** to ensure that everyone is aware of what you hope to achieve at the show along with your key messages
- **Who's going to attend?** Ensure the chosen representatives are knowledgeable about the venue and can listen and proactively offer solutions and creative ideas to meet the buyers' needs
- **Say what?** What do you plan to highlight to buyers when they visit your stand? Do you have any new initiatives, products, activations or investments? What are your key messages, and do you have any visual aids to showcase your offering?
- **Connections** – engage with buyers and media in advance through the show's app and arrange meetings with purpose, highlighting a good reason for you to catch up. The more appointments you make in advance, the better
- **Social media** – publicise that you are attending by sharing posts tagging the show's social media channels and using designated hashtags. Agree which channels you will use at the show, as well as your content formats (e.g. Stories, Reels, LinkedIn posts) and who is going to be in charge of your social media channels for the duration of the show. If it's someone back in HQ, ensure that you agree deliverables beforehand and have them prepped and ready to receive the content so it can be posted in a timely way
- **Plan any on-stand activations or creative giveaways to encourage conversations.** Just remember to ensure they're useful and relevant to your brand and that sustainability forms part of your thinking
- **Review the seminar programme** - highlight sessions that you think are interesting and reflect your own business services. Ensure you allocate time for someone in your team to attend these and gather notes to share
- **What's your follow up strategy going to be?** Ensure you've planned and prepared this in advance and have the time to dedicate to this post-show
- **Press release** - if you have anything newsworthy to share, press releases are a great way to summarise any news or activations. These can be used for media and for any pre-show content such as newsletters, social media posts or email campaigns. We normally advise that you distribute releases at least three weeks in advance, but if you have something great to share then it's not too late to announce it just before the show. Remember, journalists receive a high volume of releases, so it's important to make yours stand out by leading with a strong angle, keeping it relevant, and including striking imagery or a link to a video. Keep copies of the press release at your stand for media that visit your stand during the show.

# Show time...

You're at the show, now what?

- **Connections** – attend the Welcome Reception to network and engage with buyers
- **Be approachable** – body language and how you interact can make all the difference and determine whether a buyer stops to connect
- **The forgotten art of listening** – buyers quickly become frustrated when their specific needs and requirements aren't listened to. Ensure you offer creative solutions that meet their exacting needs rather than talking generically about what you can offer
- **Capture** all the conversations you have had with people during the show, and any useful content from seminar sessions
- **Media** - if there's any media in attendance, be prepared to welcome them – particularly if you've highlighted that you're holding an activation or announcing a new development
- **Social media** - actively use social media across relevant channels, taking the time to also engage with the show's own social media channels:
  - Build excitement by sharing posts and images of your journey to ICC Birmingham, your preparations, and when the show opens - behind the scenes content often performs well
  - Tag the show's accounts in your content and use relevant hashtags - #BeAPartOfIt #CHS #CHS Birmingham #EventProfs #VenueSearch. This will ensure you're seen in wider conversations during the show
  - Create images and videos from your stand talking about the show, what you've seen, interviewing some clients and talking to fellow exhibitors to convey the feeling of the show and demonstrating what you are up to
  - Share insights from any seminar sessions through Instagram stories, or in longer-form posts on LinkedIn. Don't forget to tag those included
  - Share a round-up, video or reel of your favourite moments



# It's all about the follow-up

- **Send LinkedIn requests** to everyone you have met along with a personal note
- **Now is the time** – ensure you follow up in a timely manner (between 5 and 10 days is the typical sweet spot!) and thank people for visiting your stand and taking the time to talk
- **Get personal** - avoid impersonal blanket follow ups. Rather than sending generic information, ensure you meet the buyers' specific requirements
- **Value added content** – share any relevant insights or guidance so it's not all about the sale!
- **Post show content** - create a blog post or video sharing your highlights and top learnings from the show. Share these insights, plus any wrap-up content on your social media channels



Custard is a dynamic hospitality marketing & PR consultancy, specialising in transforming the profitability and reputation of businesses in the sector by driving impactful and measurable results through intelligent marketing and PR. If you would like to find out more about our services contact [marketing@custardcommunications.com](mailto:marketing@custardcommunications.com)

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