

5 Quick Tips for a successful Bridal Show



#1 Have a Plan Follow the strategy of "Ready, Aim, Fire." Determine your goals for the day, take the steps necessary to achieve those goals, and then prepare for the show. It would seem that everyone would have the same goal for a bridal show - getting more business. But, there are a variety of other reasons to participate in a show as well, such as:

- Check out your competition
- Network with other wedding professionals
- Introduce a new product or service
- Reinforce client loyalty

#2 Pre-show Promotion

Connect with your target audience and bring them directly to your booth. Here are some ideas:

- Mail invitations to brides-to-be
- Post flyers in your retail location
- Send out an e-mail blast
- Mention it on Facebook, Twitter and other social media outlets

#3 Design your Booth

You have less than 10 seconds to grab the attention of prospects walking by. Here are a couple of things to keep in mind when creating your booth design:

- A double booth will draw more attention than a single booth.
- Have a professionally designed sign/banner with your company name.
- Keep your booth open, inviting, and friendly.
- Your booth should show who you are.
- Allow plenty of time to set up your booth
- Don't break down your booth early. The last few minutes of the show is often when brides begin making decisions and signing contracts. Don't pack up until the last bride has left the show.

#4 Prepare your Staff

The most creative and interesting booth at the show won't get you any business if your sales personnel are not trained properly. If you are not a good salesperson, then hire one. Here are a few other things to consider:

- Create and practice your "Elevator Pitch" (a short summary used to quickly and simply define your product or service...30 seconds to 2 minutes long)
- Stand up while in your booth...sitting makes you look disinterested.
- Focus on the prospects, not friends or other exhibitors nearby.
- Ask qualifying questions.
- No eating, texting, Facebooking, etc in your booth. If you need to do those things, step away from your booth for a moment and let another staff person fill in.

#5 After the Show

Have a plan for what you are going to do with the leads from the show. Maybe a phone call, an email, a mail piece, etc.