



# **Trade Fairs & Story Telling Activity**

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## Trade Fairs & Story Telling Activity

- A. What is story telling activity?
- B. Company aims: house of cards
- C. Exhibitions as part of the marketing mix
- D. Essentials of live communication
- E. Bridging the 2D-3D-gap



## Exhibition “Strategy”

Taking part in an exhibition is more than opening a temporary shop outside the company.

It is a **story-telling** activity that starts **long before** the show, through **different channels**, serving **specific aims**.



## A. Corporate story & corporate story telling

### corporate story

- is **not** the history of the company
- is **not** the genealogy of the founders
- is **not** (only) facts & figures



## A. Corporate story & story telling

### corporate story

- an **attractive**, easy to **remember** and easy to **tell** form to communicate **values** and unique **features**,

told by several **stakeholders** at several **occasions** and for different **audiences**.



## A. Corporate story & story telling



**Why do stories work better than facts & figures?**



## Why stories work better than facts:

### Stories arrange facts:

Overview => easier to identify

### Stories connect people:

Common content => easier to share

### Stories give a meaning to what happens:

To give reasons why => easier to accept

### Stories let experience value:

They address emotions => more direct

### Stories give direction:

They are a handhold in uncertain times



## An exemple: the Bertolli case

[http://youtu.be/M8G0k4gUy\\_I](http://youtu.be/M8G0k4gUy_I)

<http://youtu.be/wXJBLjVNBFk>

<http://youtu.be/4AAznuwF26Q>

<http://youtu.be/J76hQX-ZhkY>

<http://youtu.be/HSjlCThzQeE>





## B. Company aims: house of cards





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### **Product(ion) aims:**

physical, features, quality, volume, continuity

### **Distribution aims:**

stretch, density, supply chain, cost, availability

### **Price & conditions:**

pricing, fluctuations, payments, risks, currencies

### **Communication aims:**

brand image, awareness, public & investor relations,  
consumer preferences, market information



## B. Company aims: house of cards

**All aims merge in Participation Aims:**

**S**pecific

**M**easurable

**A**tttractive

**R**ealistic

**T**ime-based



## A. Company aims: house of cards

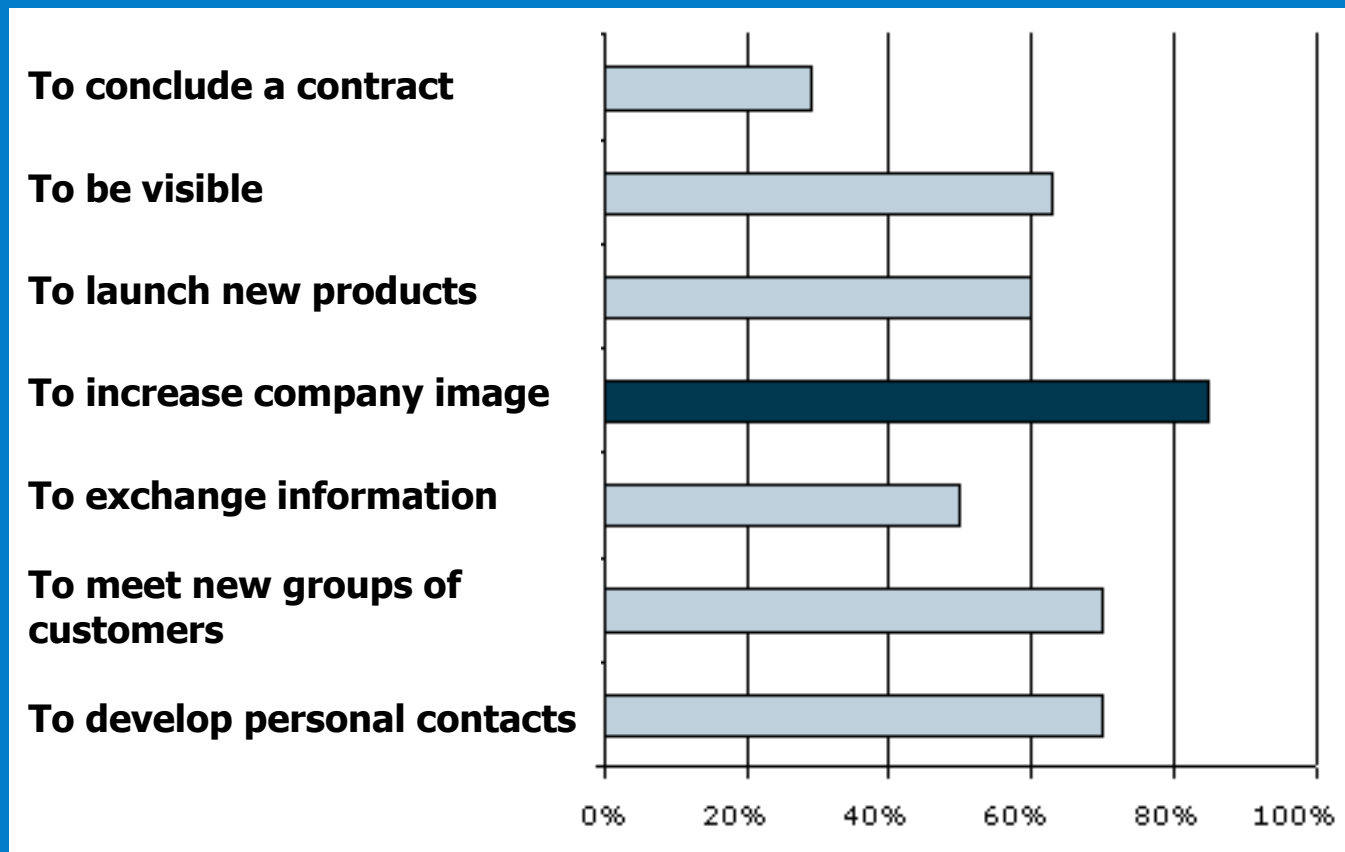
### Participation Aims:



Are participation aims  
object-oriented or  
people-oriented?



## Participation Aims:





## Participation Aims:

- to be visible
- to increase image
- to exchange information
- to meet new people
- to develop contacts
- to observe
- to perceive positively
- to give information
- to meet (new) people
- to develop contacts

It's a people's business!



<i>Markets / Products</i>	Existing products	New products
Existing markets	Market penetration <b>Customer oriented</b>	Product development <b>Product oriented</b>
New markets	Market development <b>Contact oriented</b>	Diversification <b>Advice oriented</b>



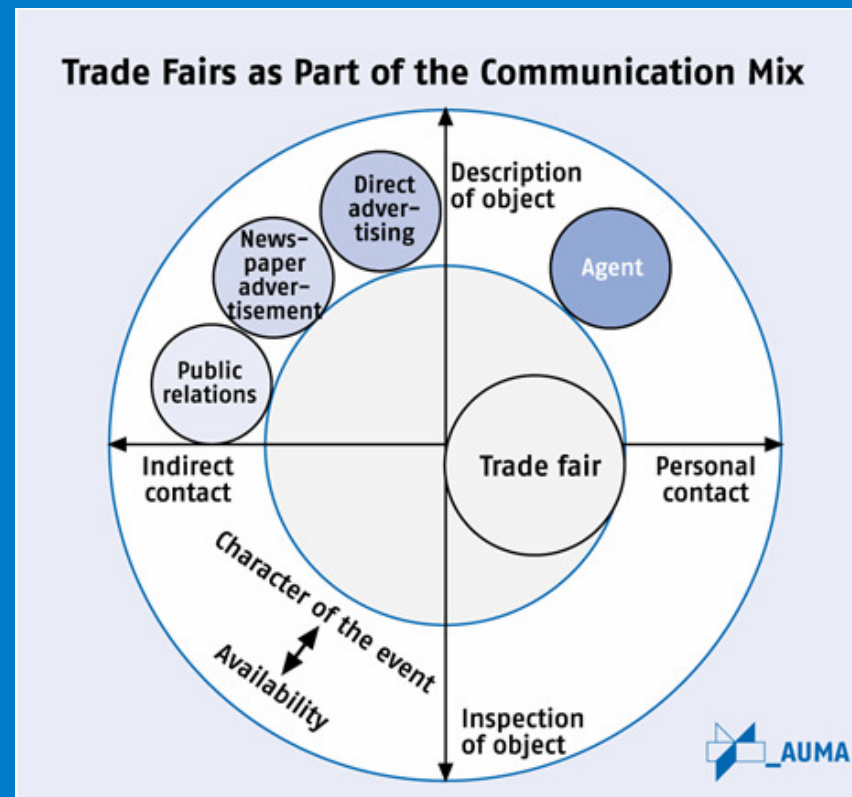
## C. Exhibitions as part of the marketing mix:

Taking part in an exhibition is not a stand-alone activity. In fact, it is an important element of a series of activities aimed at increasing business in one way or another.

Trade show participation reinforces the effect of other marketing and communication tools **and** it generates new activities, aimed at optimizing the return on investment.

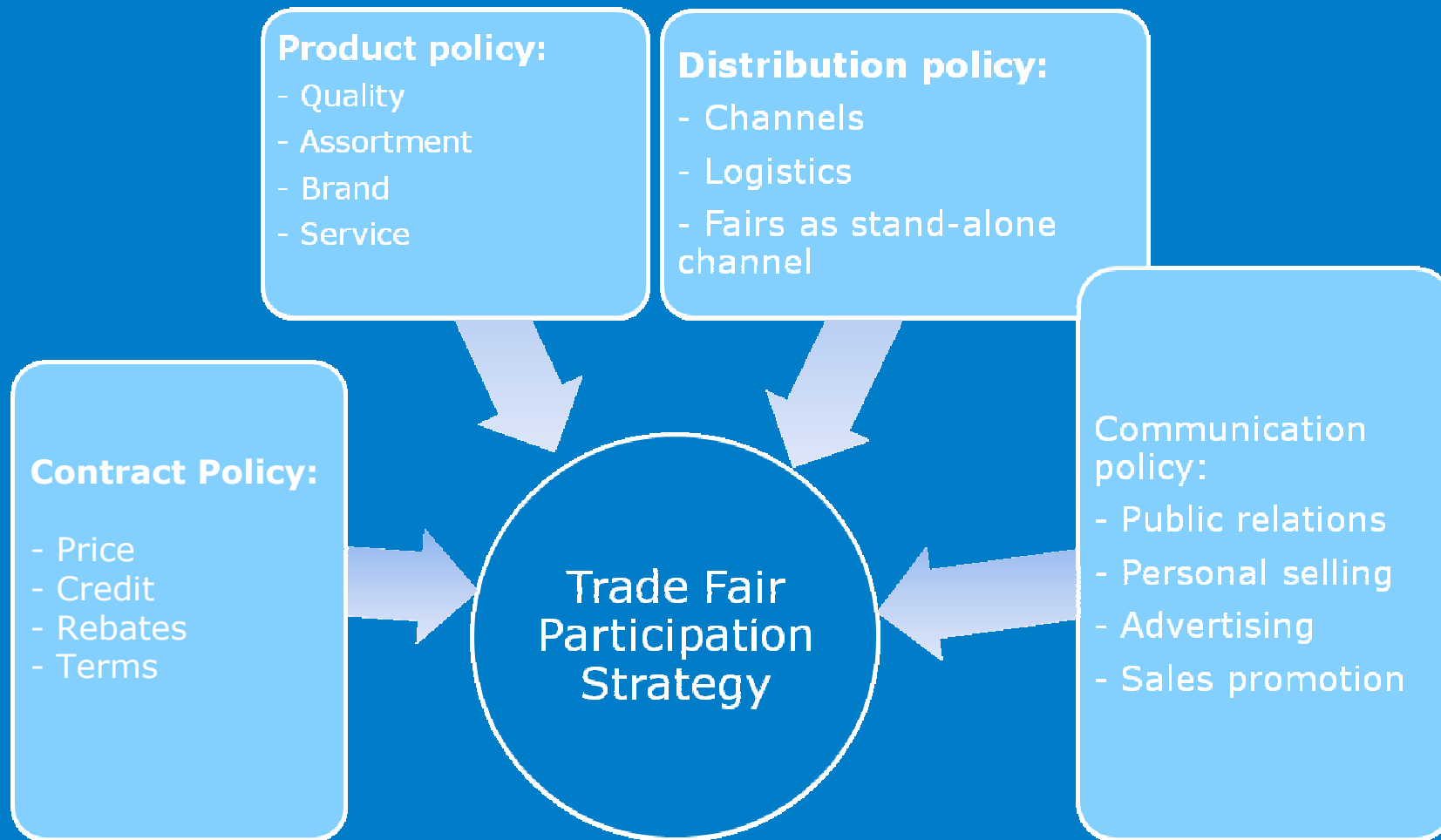


## C. Exhibitions as part of the marketing mix:





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To maximize the effect of the participation, all elements should refer to one another:

- look & feel
- message(s)
- target groups
- corporate values
- USP / UCP



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## Some examples:



Een digitale hoogvlieger met terugkerende meeropbrengsten... voor u

 Ypsilon  
*digital printing engineers*

The advertisement features a photograph of a man with traditional body paint and a wooden Y-shaped object, set against a beach background. Below the photo is a blue banner with white text, followed by the Ypsilon logo and tagline on a white background.



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## Some examples:





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## Some examples:







## Some examples:





## Some examples:







## Some examples:





## D. Essentials of live communication

Live communication as it takes place in the booth is:

- direct (no second chance)
- multi-sensory
- limited in time
- upon mutual agreement
- on +/- neutral territory
- relatively unprepared



## D. Essentials of live communication

Avoid communication to go wrong by:

- understanding supply chains
- preparing a strong 'story'
- analysing visitor statistics
- preparing the F.A.Q and answers
- role-playing different situations
- being top-fit for the job



## E. Bridging the 2D-3D-gap

A booth gives unique opportunities to create an **experience** with a long-lasting effect :

- all senses triggered
- from describing to letting touch
- with direct feedback (2 directions!)
- immediate comparison of alternatives



## E. Bridging the 2D-3D-gap

*Tell me and I will forget.*

*Show me and I may remember.*

*Involve me and I will understand. (Confucius)*

= Bring your product to life

= Let visitors participate/interact

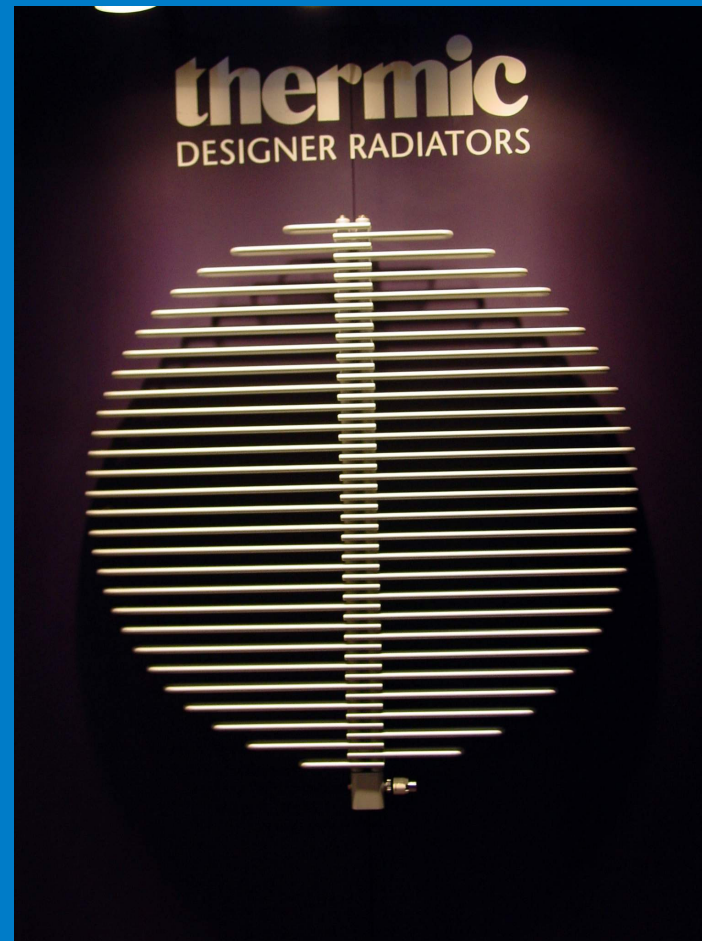
≠ The biggest show on earth

≠ Anything too far-fetched



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## Some examples:





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## Some examples:







## Some examples:







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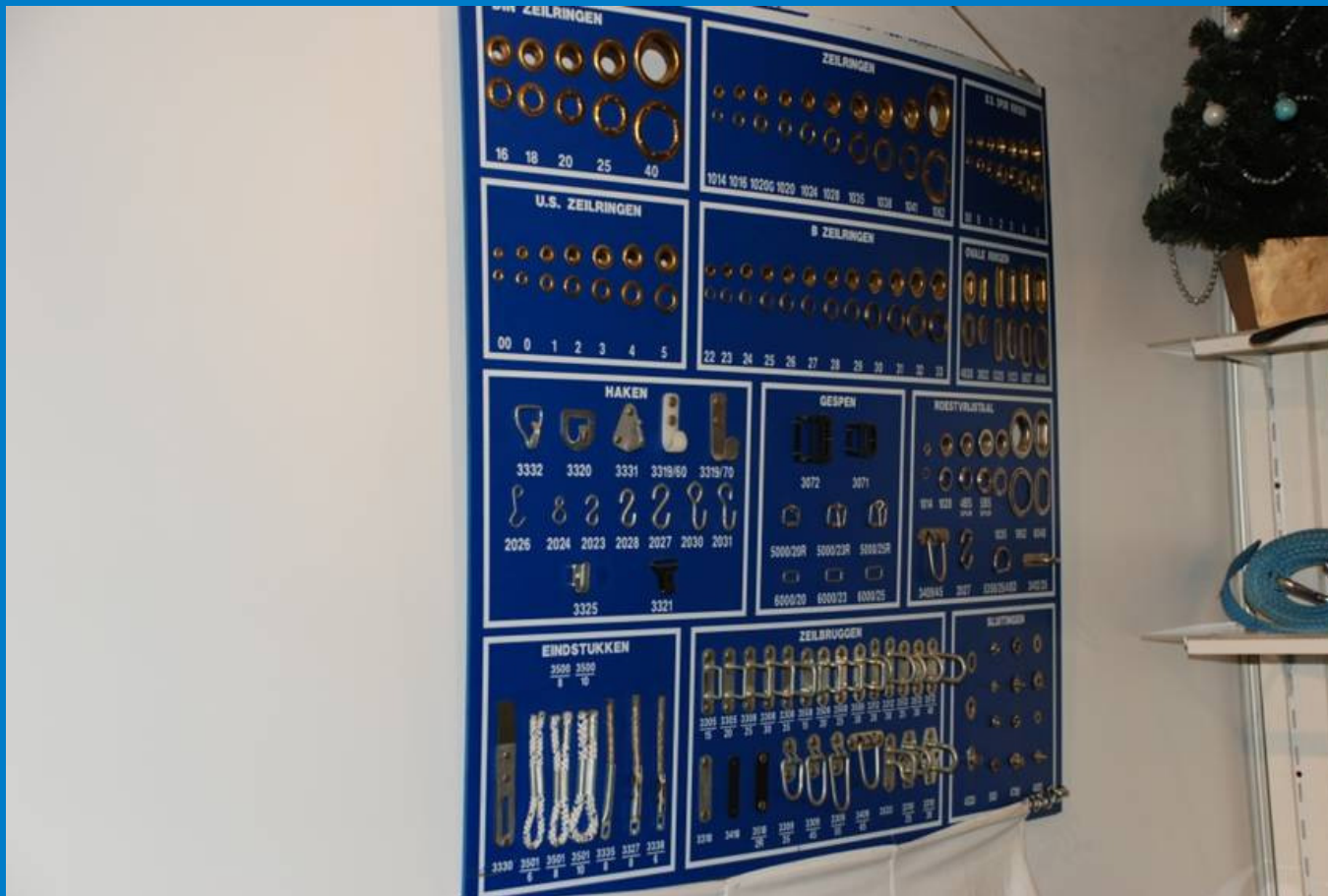
## Some examples:







## Some examples:





## Some examples:





## Some examples:





## Some examples:





## **EXERCISE:**

### **DEVELOPING A SHOW CONCEPT:**

**1. Company name:**

**2. Activity:**

**3. Rephrase activity:**

**4. List elements that can bring to life user benefits in a three-dimensional context.**

**5. Develop a corporate 'story' in which all the elements can be incorporated.**

**6. List the channels and means you may use to tell the corporate story.**





## What did we learn from this presentation?

- 1) Participation aims need to be specified at the very start and have to be measurable.
- 2) It takes time, effort and creativity to translate from 2D to 3D.
- 3) Different tools, one message.



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