

Last Updated: 1 min 22 seconds ago



TOP VISTOR TITLE BY BOOTH ENGAGEMENT

BY COMPANY



BY TITLE



CURRENTLY IN - CHOOSE CHICAGO

DAWN YOUNG

Senior Director of Sales
Chicago, Chicago

DAVID CAUSTON

General Manager
McCormick Place

event personalization

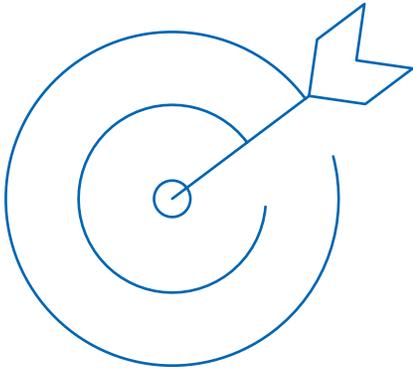
How Technology Can Help You Create Custom Experiences



More and more, we want to feel in control of our own tailor-made experience, from shopping to entertainment – and even when we visit an exhibit!

We expect brands today to leverage technology to offer us some level of personalization, whether it's a "You Might Like" suggestion from an e-commerce site or customized ads on a webpage.

The good news is that technology is more than able to personalize exhibits, regardless of scope or size. It's a matter of applying the right strategy with the right technology, all to provide an unforgettable and engaging experience for attendees.



The right strategy

Tech for the sake of tech is never a good idea, and neither is chasing the latest digital trend. A much more cost effective approach is to start with a sound exhibit marketing strategy. Before you dig in deep with digital and event technology for your booth, consider these questions:

What do you want to achieve?

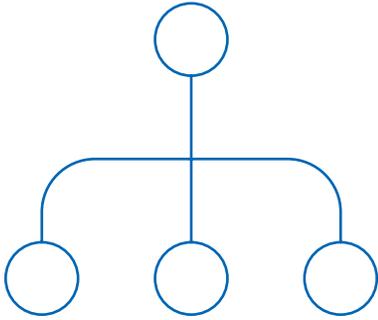
Technology can be informative and entertaining, but it should also instill action in attendees, specifically in the direction of achieving a business goal. Those “You May Also Like” suggestions you see in targeted email campaigns are meant to get people to click a link and ultimately buy more. In the event space, technology should attract attendees to your booth, inform them, and ultimately engage them to take an action. Define the intention of your personalization tech as the first step to finding the right fit.

Who is your audience?

How an audience reacts and interacts to a technology depends on the particular demographic and technology. Also, audience expectations for technology may change based on the show you’re participating in. A blanket solution across your entire exhibit portfolio may not work. Instead, stay tuned in to each audience’s particular needs and adjust accordingly.

What is working already?

Consider the digital integrations you are already using and determine which have resonated most with your audiences. Dial them up or down based on what you know works.



Tap into the technology you already have

With a clear picture of your goals and objectives, you're ready to fill in the blanks with technology. And the first place to reach is the low-hanging fruit: incorporating the technology you're already using.

Interactive Touch Screens

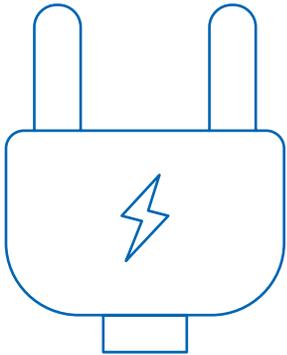
Touch screens make a booth more personalized by allowing attendees to self-select the info they are most interested in. Take it to the next level by pairing touch screens with beacon technology. Attendees with special beacon-enabled badges can receive tailored product information and promotions as they near your booth, signage, or video displays.

Mobile Apps

Make sure you understand all the bells and whistles the event mobile app offers exhibitors. Apps can allow attendees to be connected to an exhibitor, before, during, and after the event. Be sure to tap into this great (and most likely free!) engagement resource by sharing updates, collateral, and more.

Social Media

Join the conversation using the event hashtag, making sure to deliver timely and relevant insights (don't just promote your booth!). Use social media as a listening tool and to find out what people are most interested in, plan some tweets with your marketing team in advance, and educate your booth staff on how they can weave that into their conversations naturally.



Power up with key additions

Ready to kick your exhibit personalization into high gear? A well-chosen technology upgrade may be just the ticket.

Lighting and Projection Displays

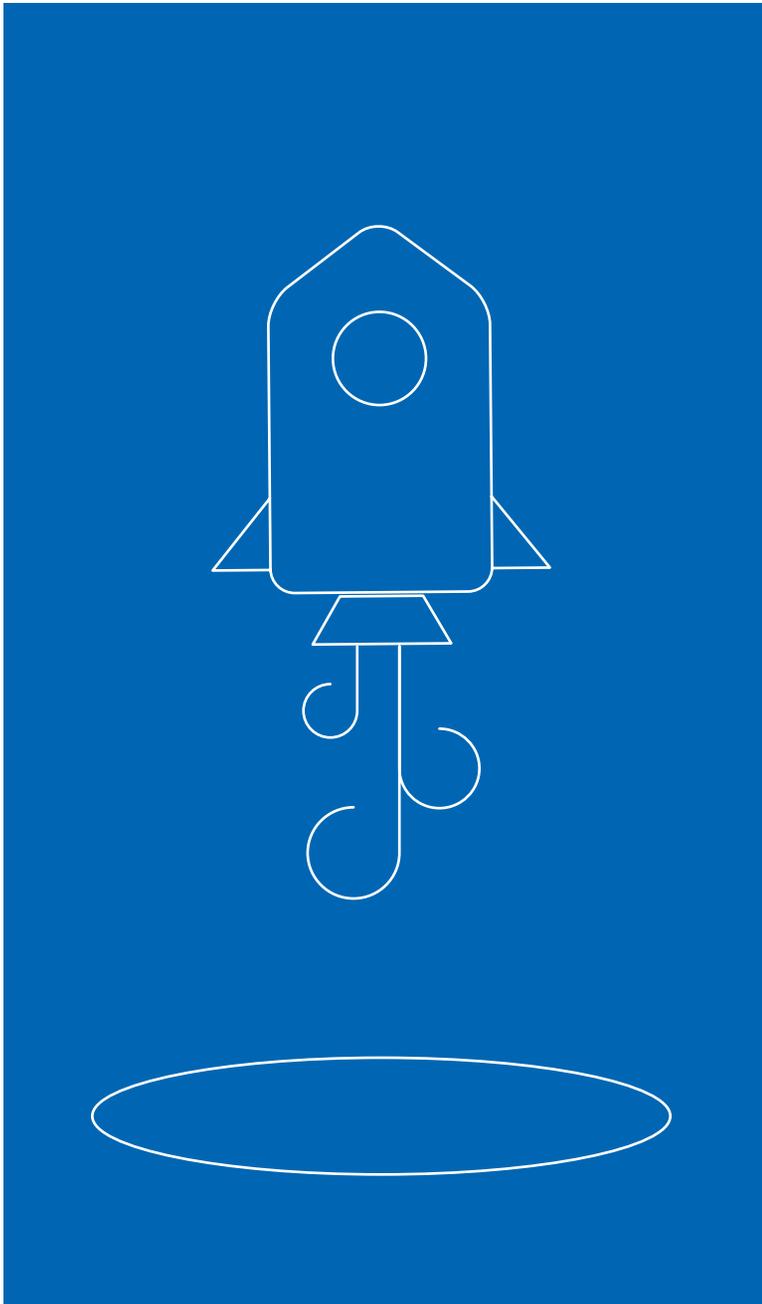
Use social listening or other interactive tools to let attendee preferences create the exhibit environment. As an example, using social media listening tools to monitor the mood of the crowd and modify lighting, music, and even promotions accordingly.

Gamification

Blend psychology into your technology to create fun, competitive experiences that drive engagement, loyalty and brand/message recall. More than simply a game, gamification encourages attendees to participate in desired behaviors — such as reading information about a product or service and answering questions about it. Gamification can come in many forms in a trade show booth, including trivia, a gamified prize drawing, a hashtag or photo contest, and beyond.

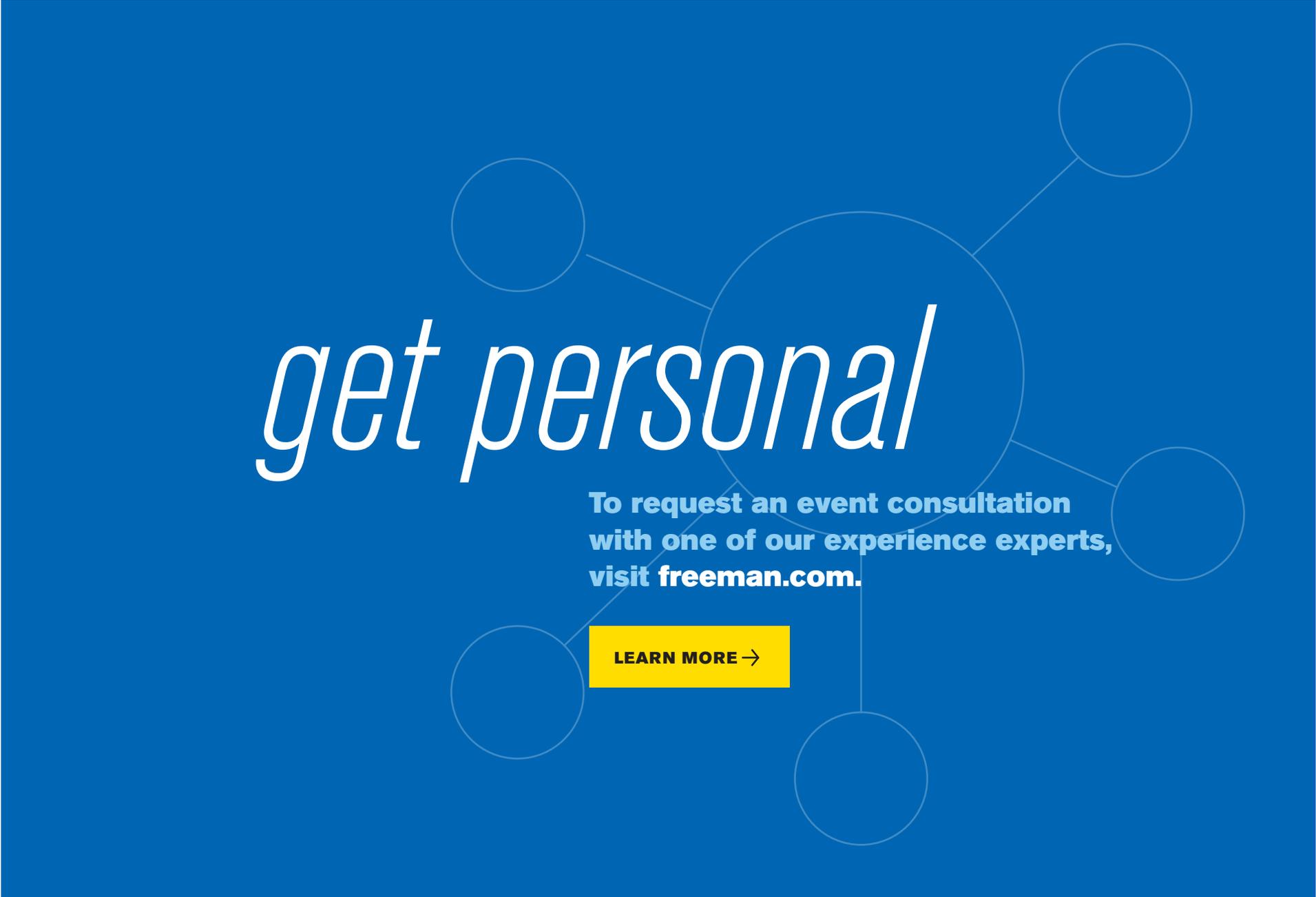
Virtual Reality

Attendees can journey to expanded exhibit areas, experience a product or service in different scenarios, or be educated on the history of a brand — all without ever leaving a booth area. Conversely, remote audiences can visit exhibit areas utilizing even the most basic virtual reality extensions.



Ultimately, these ideas are only the beginning.

Your challenge is to use this insight as a launch pad to explore new ways to bring personalization to your exhibit in a way that rings true for your brand. With the right technology and a creative approach, the sky's the limit.



get personal

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