



Eighth Annual BOB STONE EDUCATION DAY 2007

Integrated Strategies for a Multi Channel World

On Wednesday, November 7, CADM will host a full day of dynamic, interactive, timely, and provocative workshops targeting intermediate-level

direct marketers in Chicago. Featuring 12 in-depth sessions and 23 speakers, this eighth annual Bob Stone Education Day will afford unique educational and networking opportunities at an incredible value.

Topics will include:

- Speed Networking
- Podcasting...From Music To Marketing Success
- Next Practice Trends In Global Direct Marketing
- Thresholds, Events, and Behavior: Managing The Overall Customer Experience
- Landing Pages: Let Your Visitors Tell You What Works Best
- The Database-Web Integration Imperative
- Mobile Meets Direct Marketing
- 10 Things You Need To Know In Direct Marketing For 2008
- Consumer-Generated Media: Letting Consumers Play With Your Brand
- Leveraging Customer Insight In A Multi Channel World

What: Bob Stone Education Day 2007
When: Wednesday, November 7, 2007
 8:00 a.m. Registration Desk Opens, Continental Breakfast
 8:15 a.m. Speed Networking
 9:00 a.m. – 5:00 p.m. Choose from 12 workshops
 12:15 p.m. Luncheon and Wheelless Award presentation
 5:30 p.m. – 7:30 p.m. “Cocktails & Connections” – CADM’s 53rd Anniversary Party at Lizzie McNeill’s Irish Pub
Where: University of Chicago Gleacher Center, 450 N. Cityfront Plaza, Chicago
Key Event Sponsor: The Allant Group
To register: Call 312.849.CADM (2236) or visit CADM’s web site at www.cadm.org

- Meeting The Challenge Of Media Integration
- Integrated Intelligence: Brand And Response
- Managing Your Personal Brand
- CEO Forum (Invitation Only)

This event has become the “midyear meeting” for CADM, so be sure to register early and plan to join your marketing colleagues at our new venue: The University of Chicago Gleacher Center. ■

November '07
vol. 14 issue #1

in this issue

From the President	2
Member Alert/Calendar	3
Insider Info	4-5
CADM News	6
SIG Corner	7
CADM Event	8
Member Briefs	9
Ask the DM Experts	10

Using Direct Response to Enhance Your Trade Show Efforts

By Les Stern and Andrea Leiter

It’s that time of year again – time for your organization to decide which trade shows to attend next year. In meeting rooms across the land, people are groaning and saying, “Do we really have to go to that show? We go every year and get nothing out of it.” And frequently, the justification will be: “Well, if we don’t go, people will wonder why, and our competitors will be sure to remind customers and prospects we weren’t there.”

The all-too-frequent result: You will go, and you will be disappointed.

But it doesn’t have to be that way. By using some sound planning disciplines and integrating direct

response into your trade show strategy, you could see some rewarding and measurable results.

The A-P-P-L-E Approach

Your trade show efforts, including the direct response initiatives, will be most successful by following The A-P-P-L-E™ approach. The components are:

- **Audit** – Take an inventory of your previous efforts.
- **Position** – Understand how to reach and communicate with your target market.
- **Plan** – Develop your trade show strategy and tactics.



Les Stern

Using Direct Response to Enhance Your Trade Show Efforts *(Continued from page 1)*

- **Launch** – Execute your trade show tactics, including direct response tactics.
- **Evaluate** – Measure the results of your efforts to determine how to improve them.

The **Audit** includes a review of all trade show activities, including a rational analysis of what did and did not work and why. This includes an evaluation of all direct response activities, including pre-show activities to get people to come to your booth, at-show activities to generate leads or other desired results, and post-show efforts to convert leads to sales or generate additional leads. This should be done for all shows, concluding with specific recommendations.

The **Position** ensures that you understand which trade shows your target market attends and what the target market's goals are in attending those shows. Any brand communication research should include these questions. Combining what you have learned through the Audit and Position phases, you can now develop your trade show **Plan**. This would include:

- Which trade shows you will be attending.
- What your marketing goals are (awareness, leads and sales, obtaining product feedback, etc.).
- Tactics, including direct response tactics.
- Who will be attending (your key targeted and segmented audiences).
- Budget.

Direct Response Launch Tactics

Pre-show strategy development and planning are among the most important activities for marketers and direct marketers alike. Consider the following:

- Exhibitions that use pre-show promotion including direct mail increase the percentage of visitors who are converted to qualified leads by 50%. (Source: Power of Exhibitions II Study by Deloitte & Touche)
- 87% of trade show leads captured are never followed up on. (Source: Exhibit Surveys Tradeshow Trend Study, 2004).
- 74% of executives who attend exhibitions decide in advance who they are going to visit. Planning is based on information they receive from exhibitors. (Source: Chicago InComm Center for Research)
- Converting leads increases (by as much as 50%) when using an Integrated Marketing Approach that includes direct marketing. (Source: Power of Exhibitions II Study by Deloitte & Touche)

Your plan could and should include numerous direct response tactics. These can be divided into three key areas of activity: pre-show, at-show, and post-show.

Pre-show

Actually, most of your direct marketing activities should occur before the show even takes place. Pre-show tactical goals can include, but may not be limited to, the following:

- Having people come to your booth in general.

- Having people come to your booth for new product introductions or demonstrations and to conduct pre-market tests.
- Having people come to a special event, VIP event, hospitality suite, philanthropic or corporate social responsibility or "Trade In" campaign or event, etc.
- Having people meet somewhere other than at the booth to conduct detailed business.

Varying offers can be used to encourage people to take these actions. These could include:

- Drawings and contests for prizes.
- Special "show" pricing discounts.
- The opportunity to meet senior executives of your organization, or industry leaders for new business or strategic partnership opportunities.
- The opportunity to receive white papers, or new product-related market research or scientific-based research for new product applications.

All of these can be communicated using traditional direct response techniques. Direct mail can be sent to conference attendees, as well as people on your client and prospect lists. Key clients and prospects can be called by account managers, sales, executives, etc. And don't forget digital direct response, including e-mails and sign up forms on your web site.

At show

You can employ numerous direct response tactics at the show both in terms of attracting attendees to your booth and in generating leads and sales once at the booth. These include:

- Putting a reminder card in the conference packet reminding people to stop by your booth to enter a drawing, see a product demo, pick up a White Paper, obtain special pricing, etc. You might even include an additional enticer such as event tickets to your VIP list.
- If you have e-mail addresses of attendees, communicate this same reminder via e-mail. With the widespread Internet access at hotels and use of PDAs, it is reasonable to assume a great number of people will receive this message. It might even be optimal to send the message just as the exhibit hall opens.
- Having a special section at your booth where people can sit down and review and/or sign a proposal — on the spot.

Post-show

Of course, your efforts do not stop once the show is over. The following are suggested direct response tactics for after the show:

- Special offer mailings, e-mails or telephone calls to people. The special offering is a way to thank them for stopping by your booth, attending a demo, etc.
- Similar communications to attendees who did not contact you at the show, also providing the special offer.
- Communications to customers and prospects who did not attend the show, perhaps sending a White Paper that was distributed at the show or announcing the outcome of a contest or campaign.

- A newsletter or e-mail to customers and prospects announcing the outcome of a Corporate Social Responsibility-based program.
- An e-mail announcing “News from the Show” with media news or “At-Show” coverage, receipt of special show product awards, or industry trade publication editorial coverage resulting from the show.

Evaluating Results

How you evaluate the results of your direct response efforts and all trade show efforts depends on what your goals are.

- If all you wanted your direct response and other tactics to accomplish was an increase in awareness, did you accomplish that? How many new contacts did you make?
- If your goal was credibility, did you get your message across? Were your case studies and White Papers well received? What was the reaction to your new product demonstration?
- If your goal was to receive product feedback, did you receive valuable feedback? Did it result in a change in your thinking?

Remember, if sales and ROI were not the ultimate goals, you need to be able to state that to management when they ask how many sales or revenues you generated.

If your goals are leads, and then sales, return on investment is obviously the ultimate barometer. The table below provides a relatively basic methodology for tracking ROI from your trade show (or any other) efforts.

Tracking ROI	
Leads	50
Sales	10
Conversion Ratio	20%
Average Revenue	\$5,000
Total Revenue	\$50,000
Product Costs	\$20,000
Trade Show Costs	\$10,000
Salary/Commission	\$7,500
Total Cost (Investment)	\$37,500
Profit	\$12,500
Return on Investment	33%

Evaluating your results is not the end of your efforts, however. In fact, this evaluation can be used as the basis to begin the Audit process for developing the following year’s trade show strategy. ■

Les Stern is President of L. Stern & Associates, a marketing consultancy based in Northbrook, Illinois. He can be contacted at les@lstermmktg.com or 847-205-1936. Andrea Leiter is a brand and PR strategist and President of Leiter Communications, Inc. She can be contacted at andrea@leitercommunications.com or 630-778-5866.

Mark Your Calendar for the Eighth Annual Bob Stone Education Day – Wednesday, November 7

Join friends and colleagues as **CADM proudly presents Bob Stone Education Day**. Featuring a full day of interactive sessions for intermediate direct marketers, it's a unique opportunity to network and learn the latest techniques of the trade. Look forward to these **"hands on" sessions** – presented by some of the most prominent direct marketers in the Chicago area.

- Speed Networking Continental Breakfast
- Invitation-only CEO Forum
- The Wheelless Award Luncheon
- Podcasting, Mobile Marketing
- Integrated Intelligence
- Consumer-Generated Media
- Web Database Integration

**Eighth Annual
BOB STONE
EDUCATION DAY
2007**

Thank you to our Event Sponsor, The Allant Group, for its support.

ALLANT
Smartest Marketer Wins®



To register, call 312.849.CADM (2236),
e-mail info@cadm.org or log on to www.cadm.org

