

What NAABA Members can Prep for Exhibiting at Aboriginal Business Showcase 2023



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Overview

Lead Generation, Acquisition, Retention, Scaling; tradeshow can do it all if you have a strategy. Amongst the hype, we can get caught up in conversations while neglecting key messages and calls to action. Here's a checklist of considerations prior to showcasing your business so that you go to Aboriginal Business Showcase 2023 with purpose, leaving with meaningful conversations and new business potential.

Pre-event

INFORM CLIENTS OF YOUR PARTICIPATION ON SOCIALS

People like investing in businesses who are invested. Showing your clients/audience via social media that you are actively expanding your business creates community and increases retention alongside word of mouth.

UPDATE YOUR GOOGLE BUSINESS PROFILE AND WEBSITE

In B2B, most clients are searching your business on google rather than social media. Ensure your Google Business Profile has up to date information. Also, Ensure your website continues to generate interest built from interactions at showcase. Don't let your digital presence tarnish your physical.

UNDERSTAND YOUR OFFERING

Who is your ideal client? What do they care about? What problems do they have? What is your offering? How does your offering solve their problems? Be able to answer this concisely, don't get caught up explaining every aspect of your business to everyone. What matters to each person? Focus on that.

HAVE A CLEAR GOAL/PURPOSE IN YOUR INTERACTIONS

Do you want leads? Do you want brand awareness? Do you want to expand your network? Understanding your goal will help guide your messaging. Don't get caught up talking about the weather- utilize your time.

DEVELOP QUALIFYING QUESTIONS

Pinpoint whether or not a guest to your booth has reason to be interested in your business with a set of qualifying questions. This can be describing a common issue that your business solves, the type of operations they conduct

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During Event

FOCUS ON BEING ENGAGED THROUGHOUT THE EVENT

Stand as much as possible, it shows you are interested and ready. Be conscious of facial expressions, don't get caught blankly staring or straight-faced. Maintain a smile or even very slight, welcoming smirk. These things convey a welcoming message and will absolutely help attendees make the choice to approach you.

TRACK YOUR CONVERSATIONS

Have a paper or excel sheet open where you can document emails and phone numbers of those who are interested in your business. This will be used as a follow-up list after the event. Also, keep track of the common themes in your conversations because these can be used for your marketing moving forward (ie. you might get some FAQ you didn't previously think of!).

After the Event

SEND FOLLOW-UP EMAILS/ MAKE FOLLOW-UP CALLS

Use the list you created during the event to start expanding on the leads you made. Use a short, to-the-point opening that acknowledges your conversation with them at the event and offer some potential times for a meeting.

RECAP + THANK YOU ON SOCIAL MEDIA

Update your followers on your experience at the event. Mention new connections you made and how it was a pleasure discussing with them. Mention their organizations. This is great social equity for your business and will strengthen the relationships you've recently begun.

