

7 Ways to Get More Bookings from Bridal Shows

A Seminar by Julia Markel

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Mobile Beat DJ Show
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Why Would You Believe Me?

- 23 years of producing bridal shows and observing what works and what doesn't.
- 15 years of exhibiting, myself, with a service that is difficult to display.
- Center for Exhibition Industry Research (CEIR).
- I really sound like I know what I'm talking about. ;-}

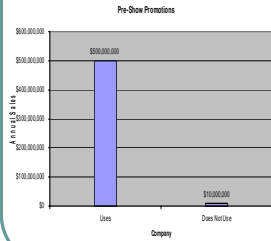
Get More Bookings!

Bridal Shows & How They Work

- Bridal shows are different than other types of marketing.
 - Sales techniques and the way you present yourself are different.
 - Time – and how you use it – is the biggest factor.

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1) Invite Prospects to the Show



- A survey conducted by the Center for Exhibition Industry Research showed that the average company that uses pre-show promotions reported 50 times the annual sales of those companies that do not use pre-show promotions!

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Why?

- To close the sale. Brides are more comfortable in a neutral environment.
- To help her choose. If she can compare in one day, she'll make a decision.
- To make your booth more attractive by making it busier.

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2) Project a Professional Image



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The Overall Look of Your Booth

- K.I.S.S
- Your booth *is* your business!
- Who are you?
- Catch their attention!
- Your booth's heartbeat!
- Size *does* matter!
- Plan it – don't Panic!



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K.I.S.S (Keep it Simple, Silly)

- What is the exact size of your booth?
- Avoid clutter.
- Choose items (or service packages) that sell best, *or* that you want to sell more of. Bring photos of the others you want to show.
- Arrange display so that the traffic flows easily.

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Keeping It Simple



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Your Booth *is* Your Business

- Think of your booth as a “mini-storefront” or office and plan it that way.
- Would you put a table in front of your store or office, blocking your customers from coming in?
- Try to make the booth as comfortable for yourself as possible. Bring parts of your business that make you feel at home.

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Mini Office



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Mini Storefront



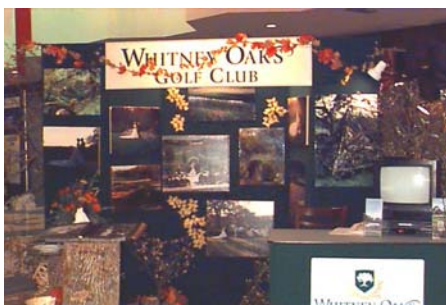
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Who Are You?

- Your booth should reflect the type of business you have!
- You have 6 seconds or less to get their attention!
- Restrict the use of items that may confuse the brides and/or shoppers.
- Your largest sign should tell them who you are and what you do!

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You Know Who They Are



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Catch Their Attention

- Best way is some type of motion.
 - Videos – make sure the monitor is at eye level
 - Games, activities (such as presentations or seminars).
 - Live people!
- Use a banner as your primary sign.

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Catch Their Attention!



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The Heartbeat of Your Booth

- You and your staff give the booth life!
- Dress professionally, but comfortably.
- Stay standing.
- Avoid “booth-sitters.”
- Train everyone who is working the booth.
 - Product and services.
 - Show rules & regs.
 - What you expect from them.
 - Offer incentives

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Law of Attraction

- “If you think you can do a thing or think you can't do a thing, you're right.” -Henry Ford
- “If you think you will get bookings, or think you will not, you're right.” -Julia Markel

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Size Does Matter!

- Show attendees are three times more likely to remember your booth based on its size.
- Logically – if the bride only has 6 seconds to notice a single booth, she has a few more seconds to notice a double booth.
- Gives an impression of success.
- More room to display, or more room to conduct demonstrations.
- Most show producers give multi-booth discounts.

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Junior Booth



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Full Booth



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Plan It – So You Won't Panic!

- “Bridal Show Planning Guide” included with your packet.
- Helps you plan what to bring for the booth.
- Includes a booth staff schedule and checklist.
- Area to design your exhibit.
- Place for questions & notes.
 - Dimensions of your booth.
 - Past attendance.

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3) Play Well With Others

- Networking
Every show is good – even the “slow” ones – as long as you network with other exhibitors.
- Booth Etiquette
 - Questions to ask yourself
 - *Where* is your booth?
 - How big is your booth?
 - How loud are you?
 - Ask your neighbors if it’s too loud for them.

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Booth Etiquette

- Visiting other exhibitors.
 - Always allow them to conduct business first!
 - If you’re selling – take their card and call after the show.
- Follow the Golden Rule
- Carry extra tools and supplies to share.

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4) Give Them A Reason To Buy

- At the show.
 - Bring your appointment book/calendar with you!
 - Show Specials
 - Work for some, not for others.
 - Offer more for the money – not “discounts.” FREE works!
- After the show.
 - Extend Show Specials
 - Follow-up (will cover soon).

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5) Ask for the Order!!

- Interview & interact.
 - *Qualify* who you will spend your limited time with.
 - When is her wedding date?
 - Has she already booked with someone else?
 - Where is she getting married?
 - What is her budget?
 - Who’s the boss?

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Ask for the Order!!

- Tell her/him about show specials.
- Get her/his name, address, phone, etc.
 - Door prize drawings.
 - Sign-in book.
 - Just ask for the information.
 - No matter how you collect it – get their permission to contact them.
- Ask THE question . . .
 - “Is there any reason why...”

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6) Don't Let Them Walk Away Empty Handed!

- Stay out of the “paper pile.”
 - Brochures should be professional and attractive.
 - Use them as an added reminder.
 - Before you hand it out, write on it.
 - Not as likely to throw it away.
 - Will remind them of what you talked about.
- Giveaways/gifts.
- Coupons, gift certificates.

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7) Follow Up or Foul Up!!

- It takes seeing your name at least 7 times to make a lasting impression.
- Each bride has her own timeline – you need to keep in contact.
- How?
 - Mailers
 - Phone calls – have a reason to call.
 - Email & Blogs
 - Show Program

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Follow Up or Foul Up!!

- When?
 - Within 48 hours after the show.
 - Three times.
- How will you measure your results?
 - Have to ask how they heard of you.
 - See “Bridal Show Results Tracking Log.”

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