



The Value of Professional Presenters

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Q: I have some ambitious messaging goals for next year's tradeshow. How can I ensure that my in-booth presentations are the best they can be?

A: You should explore using Professional Presenters to professionally and persuasively deliver your important messaging.

There is one tradeshow goal that marketing professionals across multiple verticals share ... to generate qualified leads. This makes business and intuitive sense.

Exactly how to do this is a complicated subject; but one thing is clear; every lead-generation program must be supported by a well-defined communication strategy. Exhibit architecture does not generate leads; engagement & communication does.

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One tactic many companies choose is an In-Booth Presentation. The reasons are varied:

- The company is re-branding and they wish to deliver their new message to as many people as possible.
- Their new product or service appeals to a wide range of attendees walking the floor.
- Their message is complex and they wish to better control how it is communicated, i.e. a formal one-to-many approach vs. a looser, one-to-one approach.

This list is not finite. Presentation formats also vary;

- A large in-booth theater
- A compact Speed Briefing
- A detailed Facilitated Demo
- An interactive Booth Tour

No matter the format, every in-booth presentation requires an experienced business communicator to drive it. This, again, makes business and intuitive sense.

This article explores why engaging a Professional Presenter to deliver your important messaging at a tradeshow has become an industry best practice.

The Challenges

To begin, let's explore, in more detail, the challenges in-house presenters experience:

Preparation: A sales rep's job is difficult; lead development, cold calls, phone conferences; business travel, detailed reporting, etc. Their time is not their own, and when they are asked, in addition to these regular duties, to be a "Presenter" at their next tradeshow, finding the time to properly prepare is challenging, to say the least.

Onsite Focus: At a tradeshow, sales reps should be focused on meeting with existing clients and developing new ones. Taking them away from these important tasks to deliver "presentations" is not an optimal use of their time.

Scheduling: If a sales rep has been scheduled to regularly deliver presentations throughout the day, and then the needs of their job & clients pull them away, presentations become sporadic, and the overall communication strategy is left in tatters.

Charisma: Getting and keeping an audience's attention on the show floor is a specialized talent and requires a great deal of specific training and experience.

This is where Professional Presenters are worth their weight in gold.

Why a Professional?

The answer to that question should be obvious; you don't ask the neighborhood "fix-it guy" to build your exhibit; nor do you ask the head of your local High School's AV Club to install your video monitors, lights, and sound system. On the contrary; you engage trusted, seasoned event professionals to ensure that the job is done correctly, and done well.

Here are the benefits a Professional Presenter delivers:

Brand Personality: Everyone's brand has a personality; corporate and serious; edgy and offbeat; experienced and caring, etc. A Professional Presenter is trained to embody that brand personality, ensuring that your brand image is properly represented.

Charisma: As mentioned earlier, a tradeshow floor throws many obstacles in the path of effective communication. Professional presenters are trained to overcome these obstacles. Their personal charisma shines through, and enables them to connect with attendees and engage them on a personal level.

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Experience: Delivering a scripted presentation is a challenge; it must sound natural; it must make complicated technical or scientific information sound conversational and accessible to every audience member; and furthermore, the Presenter must appear to be a well-spoken member of the company's staff, and not a slick, hired speaker. This is where the experience of the a Professional Presenter triumphs. It is their job to accomplish all of the above, while building a powerful bond with the audience.

Professionalism: An experienced Professional Presenter owns their presentation space. They ensure that presentations begin and end on time; that each is delivered articulately and completely; that attendees feel welcomed, respected, and cared for. They exude confidence, which puts audience members at ease. Not only does this optimize messaging effectiveness, it also takes the job of managing the presentation area off the plate of booth staff. Professional Engagers can assist in this, but it is driven by the Professional Presenter.

Stamina: Working a tradeshow is fatiguing. Professional Presenters know how to pace themselves and make the last presentation on the last day feel like the first presentation on the first day ... energetic, enthusiastic, and focused. You never know when your most important lead will walk into your exhibit to listen to your message, and you want to ensure that they have a positive, professional experience.

Consistent Messaging: This is probably the most important. Prior to the show, an approved script is developed that accurately communicates your brand and product messages. A Professional Presenters delivers that script, word-for-word, consistently throughout the show.

In Conclusion

A Professional Presenter can transform a simple in-booth product pitch into a rich & robust communication program that elevates your brand image and message on many levels.

There is truth to the maxim, "The medium is the message." Professional Presenters ensure that your brand & products come alive in the audience's mind, and leave them wanting more ... which they'll get when they connect with your reps for detailed sales conversations.

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