

# The Changing Expectations of Event Attendees

## PUT CUSTOMERS AND PROSPECTS IN THE DRIVER'S SEAT.

Are your trade show booths organized by business units? Do in-booth demos fully reflect the current needs and top careabouts of target audiences?

This "one-size fits all" approach has been used for decades and it doesn't reflect the new attitudes, needs and desires of today's attendees. Increasingly, customers and prospects are looking for a more customized experience in all marketing channels...including trade shows.

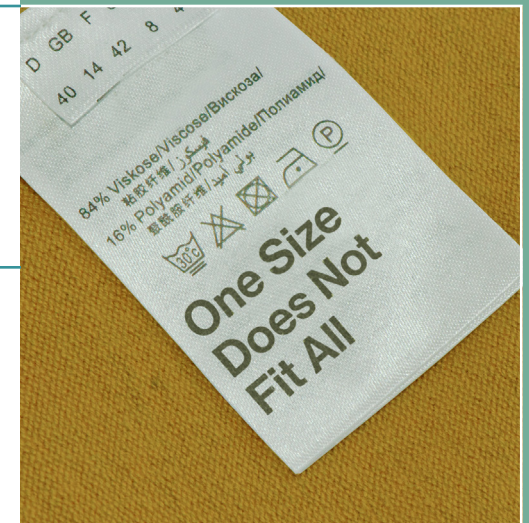
## PROVIDE A HUMAN-CENTRIC EXPERIENCE.

Don't confuse customization with personalization. Companies personalize product, services and experiences for users. Users customize products, services and experiences to fit their own needs.

### DEFINED

**CUSTOMIZATION**  
is done **by** the user

**PERSONALIZATION**  
is done **for** the user





## RETHINK. RE-ENGINEER. REALIZE A NEW LEVEL OF RELEVANCY.

Customization can easily be accomplished on the trade show floor. Of course, it requires companies to rethink and re-engineer booth engagement strategies. This process can begin pre-show by reaching out to target audiences, asking what their most pressing needs are and then making sure your booth reflects these needs. Here are a few proven ways to let attendees customize their experience when they're in your booth.

- **Interactive, touchscreen media** can make it possible for guests to receive information based on their needs and top careabouts
- **Interactive mobile apps** can give guests the ability to learn in their own way, at their own pace and on their own smartphones
- **Short TED-style talks** on a variety of timely topics can give guests the option to pick the topics that best align with their interests instead of listening to a longer presentation that tries to speak to all audiences
- **Tech-equipped pods and learning lounges** can provide a quiet oasis on the trade show floor that gives guests an opportunity to self-explore products and topics of interest.

84% of customers say being treated like a person, not a number, is very important to winning their business.

—TRENDS IN CUSTOMER TRUST, SALESFORCE RESEARCH, APRIL 2018



Take a tip from Apple and add a Genius Bar to your booth. This puts guests in charge and provides a high-tech, high-touch learning experience.



Cozy chairs with noise-cancelling technology can create a quiet oasis where self-driven learning is not only possible, but enjoyable.



Role-specific use cases give guests the option to choose their point-of-view and receive stories specifically crafted to reflect their unique perspective.



Equipping guests with tablets and giving them the option to select the level of learning — big picture or detailed — is an approach that's greatly appreciated by booth visitors.

## PUT YOURSELF IN YOUR PROSPECT'S SHOES

Who would you want to do business with? A company that provides the same event experience to every attendee? Or a company that does its best to give you the information you want in the most productive way possible. When you give prospects options for how they hear your story, their experience will be more relevant and their response will be more likely to deliver higher returns on your trade show program. This is the essence of how customization can transform trade show marketing. ■

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