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### Exhibiting effectively and efficiently

This presentation will try to identify and define the objectives of exhibiting at a trade show.

The first step will be to identify core strategies for successful participation at the show. The next step will be to plan identifying the goals and the alternative actions. Then determine the needed resources, and organize the actions to take place. Identify the number and type of personnel that will be needed. Last but not least determine the standard against which the results can be measured concerning the post evaluation. It is of equal importance to be able to measure the actual return on investment after the event is over.

Exhibitors should be able to measure the actual level of business that was done during the event and value the opportunities generated from participating.

Participation at a trade show, especially as far as the tourism industry is concerned is part of a venue or destination's marketing strategy. It provides the opportunity to communicate with potential clients and warm prospects while it can be used as a reminder and opportunity to strengthen the relationship with your existing customers as well as to show 'gratification' to them.

Some key elements that could help enhance your professional experience and help elevate your business to a higher level as an Exhibitor is keeping in mind that a trade show is the best place to network.

Invite your business Associates and friends to come and get informed, and network with other exhibitors.

Take part at the various social events.

Recommend the usefulness of the trade show to your business Associates and business friends.

Arrange appointments with competitors and exhibitors.

With an active participation you help enhance your business horizons and networking while laying the foundations for higher returns.