



COMPANIES - SECTION 9

**EXPORT GROWTH IN A VIRTUAL WORLD:
A STEP-BY-STEP GUIDE**

Additional Checklist for Companies Participating in a Virtual Trade Mission

2021 EDITION

Additional Checklist for Companies Participating in a Virtual Trade Mission

These are points to review and address **in addition** to those in the Trade Mission Checklist

There are a few key things you can do to prepare in advance of trade shows. Be proactive in researching attendees who fit your customer profile and using the virtual tech platform to deliver digital materials to engage them in your sales process. Since trade show tech platforms won't necessarily give you everything you need to work your sales process, you can identify gaps in advance and supplement the platform with the applications you use in everyday business. Getting your sales, marketing and customer service teams involved can help with the research and make your social media more interactive. Reach out to your audience on your social media channels and respond to inquiries and comments, even when the trade show traffic is hectic. Afterward, start your follow-up at once, in the virtual world customers want their solutions fast.



Learn the technology platform as well as you possibly can, as soon as you hear what is being used. Involve your tech support people or get a tech coach or consultant.

Check all your technology well in advance and again just before the show. To fully use some features, you may have to update your operating system; work from a newer computer; upgrade your internet.

The trade show tech platform may not provide everything you are counting on to work your sales process. Supplement their tech with your CRM system, web conferencing, language services, social media, etc.

Ensure all of your sales material is available in digital format and accessible through your booth. Everything you include should be reflected on your website as well.

Ensure your digital media is web ready. Use png or jpg, not tiff format for image files. Video should be compressed so it uses less bandwidth and loads quickly but not at the expense of quality.

Trade shows usually release profile information on exhibitors early, sometimes they provide information on attendees. Research prospects in advance. Follow the event hashtags# and LinkedIn groups.

Consider the time zones you will be working in during the show and adjust your day to be in prime shape. Get your team ready to assist, to supply information, monitor chat rooms and social media walls, gather leads, etc.

Be prepared for multiple visits to your booth at once. Add people to your team who can manage a chat function, make digital assets available, engage with attendees, arrange meetings for you or take meetings.

Arrange one-on-one meetings with leads before, during, and after the show

Have a follow up plan in place. Do as much as you can before the show to enable a rapid follow through with leads you identify during the show. Engage your team in follow up.

