



TRADE SHOW PLANNING TIPS FROM A TRADE SHOW CARNIE THRIVE BY DESIGN WITH TRACY MATTHEWS

"First and foremost, read the show manual. It is like the Holy Bible of a tradeshow." - Robin Kramer

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Tracy: Well, hello there! It's Tracy Matthews, and I want to welcome you back to the *Thrive by Design* podcast! Welcome to Episode-15!

And I'm so excited to be here today. In fact, we're so excited to be here today and I say 'we are' because I am here today with my co-founder, Robin Kramer! Well, I'm just so excited because Robin's back here with me this week and we're going to talk about some really fun stuff today. So welcome back, Robin!

Robin: I am so happy to be back, Tracy! And I get really excited taking about the business, so I'm all set. I'm ready to dive in.

Tracy: Well, for those of you who don't know Robin, Robin is my co-founder over at Flourish & Thrive Academy and one thing, I met Robin...Robin and I met at a tradeshow in 2006 – was it?

Robin: It was.

Tracy: 2006, the ENK Accessories Circuit – I was exhibiting at that show for many, many years, and Robin had just been hired on as the director of sales for Dogeared Jewelry, and I had the great pleasure of meeting her because I had the booth right across from Dogeared and I'd been friends with them for many years. So it was super fun to meet Robin and here we are almost 8 or 9 years later, almost 10 years later – oh my goodness! We have been...

Robin: It's gone by quickly.

Tracy: And we're working together at Flourish & Thrive, which is so cool. I love it. And I mentioned that we met at a tradeshow, because today





Robin is going to tell us a little bit more about tradeshow planning tips from a tradeshow crony. And for those of you who don't know what a tradeshow crony is, Robin, why don't you tell us a little bit more about that?

Robin: Yes, it's so appropriate for me, Tracy, because I do feel like I'm a tradeshow crony. It is somebody who loves tradeshows! And it goes to...I've had the experience of going to over...I've participated and gone to over a hundred tradeshows in my very short life.

Tracy: Over a hundred? Oh my gosh! You are crazy.

Robin: All over the world.

Tracy: Whenever Robin comes to New York for a show, she always wants me to spend, like, 5 days at the show with her. I'm like 'I can spend 3 hours in the afternoon, because I am not a tradeshow crony.' And although I did love doing tradeshows while I had my wholesale business, I do not love them as much as she does. So she will hang out with her friends for days and just like cruise the show, explore product, give people feedback on how they can make better booths and, you know, kill it at the shows.

Robin: Sometimes it's unsolicited feedback.

Tracy: Yeah, right. You're like 'Well, I think you should just lay it this way,' and [3.00] they're like 'Um, I don't even know who you are.' and they switch it around. They're like 'Thanks to that random girl who gave me that great advice.'

Alright, I'm so excited to talk about this today, Robin, but before we dive in I just wanted to talk a little bit more about a special treat that we have for you guys. So for those of you may know or not know, we have a course on wholesale and we talk a lot about tradeshows and participating. So we have a special treat for you today if you go to flourishthriveacademy.com/episode-15 (flourish thrive academy dot com forward slash episode fifteen) you can download a special tradeshow cheat sheet that we've put together for you.

So we're super excited about this cheat sheet or checklist or whatever you want to call it. It's going to really give you some





insights and make it really easy to plan, because I think ENK Accessories Circuit is like on the first weekend in January, right, Robin?

Robin: Yeah, it's always right around there. It's just as soon as you get finished with the holidays, you've got to jump on a plane and it's tradeshow.

Tracy: I know right? I remember one year I went to India for 3 months in December and I planned and planned for months. I got my systems online so that I could get...so I could be with my team and they could still be running the business during the holidays. And I came back and I remember I was so jetlagged and literally 3 days later I was on a plane to New York from San Francisco and I was like 'Where am I? I was just in India, now, then I was in San Francisco, and now I'm in New York' - it's crazy!

Robin: I know it is. It's always really fast. It's always really fast, but I am, you know, Tracy, as you said I'm a crony and I love tradeshows, but one of the things that I find is that because it does sneak up on you, the best thing to do is to be prepared. It will save you so much time and angst to just really be prepared for these show, and this is a great time to start making sure that happens.

Tracy: It's a great time. And we also want to mention that even if you're not in the business of wholesale, selling your products to stores, this podcast will be very useful for you in planning your in-person shows - right, Robin?

Robin: Absolutely.

Tracy: So if you have trunk shows or you're doing like craft fairs or anything on your show presenting your product in person to any sort of consumer, these tips will help.

Robin: They sure will.

Tracy: They sure will! Okay! So I'm excited to learn more from you. I have a feeling I'm going to learn some new stuff today even though we talk about this all the time, because I always learn this stuff from you.





So, you know, when doing a tradeshow it's really important to not just like say 'Oh, I want to do this show so I'm going to apply to this show' and not really think it through. And I know that you were a huge fan of researching tradeshow before.

So can you talk a little bit about, number one, how you would research a tradeshow and then what are some the things that you need to look for in the research when you're doing that and why is it important? So if you can cover all those things.

Robin: [6.00] I will do my best to do that. So a couple of things, tradeshow are a big investment, hand down, huge investment. Not only are you paying for the space, you're usually paying to travel there and to have your lodging and it's a big...it's a time commitment and it's an expensive commitment. So it's really important to be prepared for them.

So, yes, research is the first thing on my list of things to do, because if you don't research you may be just disappointed, really disappointed. So before you invest in a show, do your homework. Select a tradeshow really carefully and walk it. Hands down before you do any of them walk them.

So also you might want to be asking questions like 'Does my dream store actually, does the buyer of my dream store shop here? Do they come to this show? Do they attend the show? Will they be attending the show?' These are...this is a great thing.

You want to have a good relationship with the person, the sales rep from the show to ask them these questions.

Can you afford to do the show? – Now that's a really important question to ask first and foremost. Would you be able to afford to do it? We don't want you to go into crazy debt to attend a show. Shows now are really a marketing platform and it's great to get sales there, but a lot of times the sale don't happen there, so it's really important to make sure you can afford to do a show.

Alright, also planning out, you know, the time of the year it is. Are you going to be able to be away from your studio that long? How are you going to communicate with your team if you have a team?





Back there who's going to be holding down the fort basically? So you want to think through all of those things before you jump in.

And really use your sales rep of the show to ask questions. You know, ask – probably we'll get into a little bit more detail of the vendor manual that comes with the show – but really do some research around it. I would ask not only...call some of your existing customers and find out if they're attending the show, but maybe even call customers that you want to be working with and ask if they attend any tradeshow and which tradeshow that they do. I know that might sound a little weird, but I've done it.

Tracy: I'm sure you have.

Robin: Yeah, because I want to know. It needs, again, it's a big investment. You want to make sure that you're investing wisely.

Tracy: I want to ask you a quick question.

Robin: Uh-huh?

Tracy: Now will the tradeshow sales person tell you who or which stores walk the show?

Robin: They should tell you some of the stores. They may. I don't know, they usually do and it's usually...or they'll tell you kind of roundabout. I don't know what kind of disclosure that they if they can or can't. It probably depends on the store, but what you can also find **[9.00]** out is who else is exhibiting, because that'll tell you a lot.

If you've got a lot of other businesses that are exhibiting that are in line with that, maybe your dream client wood shop there too. That's a really important thing to know.

I would also – and I've done this before as well – is find out who. Pick up the phone, call the people that have been exhibiting there and ask them 'Has this show been good for you? I'm thinking about doing it.' Now when you go and call somebody who maybe has a similar line to yours or things like that, but if it's something that's a little different and ask for their opinion, because I find that really valuable.





Tracy: Awesome. Thanks for sharing that.

Robin: You betcha!

Tracy: Alright. So anything else about reproach that you think is really important?

Robin: Just do it. Don't get enticed by somebody saying 'Oh, well, if you come and do a show with us, we'll give you this special deal and you can pick out this booth and that.' It can be really tempting to do something and with the idea of getting a lot new, a lot of new accounts, but don't throw your research to the side. It's too important to make sure you're investing the right way.

Tracy: You know, that's interesting too. When I was, you know, I was always selling mostly at like fashion type markets, like the ENK Accessories Circuit, and then when I launched my fine jewelry line I was picked up as one of JCK's rising stars, and probably a year before that I started at the New York Gift Show, which is now the NY NOW Show.

So I started doing all these tradeshow in the hopes of grabbing onto more dream clients, but what it really did was it ended up diluting my ENK shows, so my ENK shows started to not be as good. [At the] New York Gift [Show] I would see some of the stores that I used to see at ENK, but not all of my dream store were there because at that time the New York Gift Show was much more gift-focused. I feel like now it's a lot more jewelry-focused and there's more of my dreams stores will be walking that show today. But it became a little tough to do both, and also the Fine Jewelry Show, because it was a huge expense and it ended up - doing so many shows at least for me at that time - ended up diluting the customer base a little bit.

So that's something that you might want to think about too is to pick your shows very strategically, in a sense like 'Okay, what's my purpose in going to the show? And are there enough different people walking the show that it's going to make an impact on my business positively?' - Right, Robin?





- Robin:** That's such a great thing. It's such a great example, Tracy, because more shows don't necessarily equal more opportunity, more business. So it is really important to pick your shows that are going to be right for you. And again, you know, walk the show. Don't just sign up for it. It needs to be more thought [out.] It's a bigger and more thoughtful decision [12.00], so don't just do it to do it.
- Tracy:** And now over time I ended up cultivating the relationships at that show, but in the beginning the initial response wasn't even close to what I thought it was going to be. So it was an interesting observation, you know, to look at that in hindsight.
- Robin:** You know, we did I remember when I first joined Dogeared we went to the ENK Show in Vegas - I think it was ENK. It was ENK or...
- Tracy:** You mean Project?
- Robin:** No, it wasn't Project. It was before we did Project. And it was the show was fairly new and it just didn't work for us, but we hadn't walked it yet. That's... So I'm speaking from experience.
- Tracy:** Yeah, you are. You're like 'Walk the show. Walk it!'
- Robin:** Don't do what I did kind of thing. At the end of the show we had one customer come in and it was a customer from...a store from Vancouver and they placed a really big order, and if it wasn't for that store we would've been in a total loss. So it's really important to just do your homework and that would just happen to be a fluke that that particular buyer wasn't even there for that show - she was there for another show.
- Tracy:** So Robin, I want to get your take on why planning and goal-setting is really necessary for tradeshow before you go in.
- Robin:** Tracy, there's a great quote - I can't remember who said it, but it's I think it may be Yogi Berra, but - 'If you don't have a plan, how are you going to get there?' You know, it's so important in doing these shows that you do have a plan and you do have goals, because it really helps you stay focused. And by planning and setting your goals, you can actually reach for them and actually hit them. So it makes a good show a great show.





And it also it will make you feel prepared and there's nothing better than being prepared when you go to a show. It keeps you motivated. It keeps you on target. I know when you do a show, gosh, at the end of each day of the show I would look at my numbers and say 'Okay, this is what we did. This is what we are going for.' If I had a team with me working and selling, I'd say 'Hey guys, this is what we're working towards. I want everybody on. I want us to be excited.' You know it gives you something to work towards and by just going and showing up at a show and saying 'Ah, I hope I have a great show' it doesn't give you the same opportunity.

And also when you have things written out and you have things staying in your head of what you're trying to do, you actually have the opportunity to reach those goals.

Tracy: Awesome. So what are some of the things that you should plan for for a tradeshow? I mean, you mentioned reading the show manual briefly, but talk a little bit more about that and some of the things that you [15.00] need to plan for.

Robin: Yeah, there's so much that goes into planning for a show.

Tracy: I know, so much. I mean, seriously.

Robin: So <inaudible 15.05> right. So it's really important to be detailed and thorough, because, one, you're time is super valuable, but you also want to keep your sanity because there's a lot to do.

And first and foremost, read the show manual. It is like the Holy Bible of a tradeshow, and before you do anything read it from every which way. And I really recommend printing out the pages, because they're usually very thick, so print out the pages that are going to pertain to what you're doing, your booth size and contact pages and create, do a binder. Make a binder. Highlight the difference areas that affect you and these are, gosh, what you're going to find in a vendor manual are - excuse me, the show manual - is going to be the schedule of the show, registration information and forms, your floor plan, your exhibit specifications and so much more important details of the show. So print it out. Highlight it.





And make sure you're aware of cut off dates. This is something that's really, really important that you want to make sure you're ordering any lighting or chairs or tables or whatever you need to order early, and there are cut off dates that after a certain date the price goes up. So that goes from as I said lighting is a big one. So make sure you make notes.

Tracy: Why does it get so expensive for tradeshow, by the way?

Robin: It's totally expensive. And they really do make you pay for a lot of stuff, and that also should be things going into your budget. You want to make sure you're creating a budget for these shows so you can really stay in line with what you are anticipating on spending.

Tracy: Absolutely.

Robin: And let's talk about identifying your goals for the show.

I never - I know mentioned a little earlier - but I never exhibited at a show without goals, because you could...and these are goals not only monetary goals, but goals in like how many people do you want to see, how many new clients do you want to have or new customers you want to get. So even kind of doing, I would say do monetary goals, but do goals of who you're coming in contact with.

I also like to do goals of what other vendors can I meet, because believe it or not your vendors around you can be incredible resources and partners and champions of your line.

So it's really important to get to know the people around you and to make friends with them. And this is such an interesting business and one of the reason I love it so much is it gives you the opportunity to really expand your reach by the people you know.

[18.00]

Tracy: You know, it's so funny. I love it that you talk about that because if I hadn't become friends with Merlin at Dogeared and become buds with the people over at Dogeared, I probably wouldn't have then, like, even met you!

Robin: I know, right?





Tracy: I mean, you probably would've come over and said hello, but, you know...because that's how you are.

Robin: Some of my best friends have come from tradeshow!

Tracy: That is true!

Robin: The power of that is amazing.

Tracy: So do you want to talk a little bit more in detail some of the other things that you need to plan for and sort of line up or plan out? List out maybe is a better way to say it.

Robin: I would definitely be really specific on the things that you want to accomplish, so you've got your goals, and I said it's like opening your accounts or seeing existing accounts, but also how about passing out postcards, making sure postcards...? And absolutely you need to print some postcards to take with you, because you could put your booth number on it. It's a visual reminder. It's awesome.

Also you want to...I would say, planning out your schedule for the show, a checklist that you need to prepare. Maybe it's a checklist that you have daily. If you've got somebody working with you, what that looks like, what their checklists should be. I know it sounds a little crazy, but I've been known to take away phones at a tradeshow.

Tracy: I love that. I love that. It's brilliant.

Robin: Because I want the focus to be all on the customers that are coming into the booth or the customers walking by, because you have to engage with people in order to start that conversation because not everybody is going to be immediately coming into your booth. So the importance of engagement.

Also checklist even down to when are you going to go to lunch, you know, scheduling time out there. And one of the things that I always do or did was invite my buyers to my booth. I would invite them, you know, invite them for munch or invite them for coffee first thing in the morning. Doing something to bring them in and so I get a little one-on-one time with them. And not everyone is going to





agree to appointment and, in fact, I would say the majority of buyers will not, but you never know when somebody will, so if you can schedule that, then they also know that you're going to give them undivided attention. That's their scheduled time. So that's a great thing to do.

Also, you want to plan your booth and your booth setup.

Tracy: I wanted to ask you about this, because I remember when we were working with a designer, she has so much product and you gave her a little hack on how to make the setup so much faster because she was spending two days setting up her booth. I know you're going to talk about it right now.

Robin: Yeah. You know, planning out your booth setup is huge! **[21.00]** And if you don't have space in your studio to set, to do like a mock setup, do it outside. I mean, go somewhere where it's...

Tracy: Do it somewhere!

Robin: Do it somewhere.

Tracy: In your garage.

Robin: It will save you so much time. A lot of times when I was working for Dogeared, we at first had only one day to set up and that means construct the booth, put up merchandise, everything and if you can give yourself, if the show allows you to give you two days, take the two days, because it really will help, but if you've got one day, you want to be über just careful with your time. You want everything mapped out to the details. So set up your booth in your studio space or wherever.

And merchandise. Merchandise would be how you you're going to merchandise your booth, because this is an opportunity where you can, you know, smooth things around, switch it around. Take pictures of everything and then also write down where everything goes. It's just kind of like a backup method.

When you get to the show, it's inevitable that you'll need to tweak something. That's just how it is, because once you get everything





placed, you're going to want to step back, take a look at it, but the amount of time you will save is huge! It's really unbelievable.

Tracy: That's amazing.

Robin: And it's really important to know that your booth is really your first impression to any new buyers and your existing ones, so you really want to make sure that you're clearly communicating your company image and vision. And that's so important.

So one of the things that I recommend doing is having your logo where it's seen. So make sure it's big.

Also product shots are really great in a booth, because when a buyer is walking by, they may just click. There's so much to see and there's so much out there that by having a product shot blown up you can capture their attention. And a lot of times, you know, when you think about the size of your jewelry and if somebody is walking by, can they really see it? So think of this as kind of your billboard to bring them in, and it goes back to making it super easy for your buyer. You know, the easier you make it for them, the easier they can see your product, the better your chances of actually getting them in your booth.

And also when you've got your booth set up, your jewelry should be displayed beautifully. You don't want to just have bunches and bunches, and I've seen a lot where you can overwhelm a buyer, and you want to have it where it's shoppable, where it makes sense, where you have stories - think of your booth as your own store. And also make sure that you've got everything priced. You're going to be so, ideally **[24.00]**, you're going to be so busy that you're not going to have time to meet with everybody or to see everybody. So you want to make sure that a buyer can easily see the price of something.

Tracy: Oh my gosh. So I have to mention this, because there were so many tradeshow that I would go to and we were scrambling at the last minute to get the line sheets together and do all the pricing that we were literally sitting in the booth on the floor with the suitcases open putting pricing tags on the jewelry, and any time that I did that I wanted to pull my hair out and I would say to myself 'I'm





never doing this again!' until I didn't learn the lesson and I did it next time.

So I would highly recommend that you have everything priced and ready to go as much as you possible can before you get to the show, especially if you're travelling from out of town or out of State or out of the area.

You know, I was flying to...one year I flew to Paris. I flew to the UK. I did shows in all, like 2 shows in Europe and like 4 in New York and 2 Vegas, or actually 3 in Vegas that year, and the shows that I was actually prepared for, you know the ones that I did back to back where everything was like ready to go were so much easier to set up because I didn't have to worry about getting price tags on or making sure that things were done right. You know, it just makes it a lot easier.

And you sort of touched on this before, but one thing that I found really useful will be to set up you know, you mentioned setting up your booth and doing a mock display, but set up visual images, like take pictures on your phone or your camera of how you want the jewelry displayed and in which order, because then when you're setting it up if you have it organized you can just pull it out and stick it on display, pull it out and stick it on the display.

And it makes it so much easier to set the booth up, because I don't know, Robin, I mean, I used to see you guys set that Dogeared booth up - but that was insane because you guys had so many pieces of jewelry to put up, and it would take you days because it was literally a custom booth that was built. And, you know, when I was setting up for tradeshow, I only wanted to be in the setup for one day and sometime it's be there until like 8 or 9 o'clock at night and I was like 'I'm not leaving until this is done, so I'm not coming back tomorrow. I just want it to be done. I don't want to deal. I want a day out before the show.'

Robin: Yeah, yeah, well, it's so important to do that. And you know, Tracy, before Dogeared had their custom booth made, I will never forget showing up at the New York show and luckily I had hired somebody who lived in New York, a guy, a friend of a friend, and he brought some power tools with him because we opened our big - what do they call it? Crate? - big crate that everything, the majority of the





setup for the booth was broken, like had to be rebuilt. And I can't tell you...

Tracy: Oh my gosh...

Robin: How stressful that was. [27.00]

Tracy: I bet.

Robin: Luckily because of that, you know, this guy was able to rebuild it. I knew where everything was going to go, and thank goodness that we had everything mapped out because that added time that it took to rebuild the setup was unexpected and would've just, you know, we would've been setting up the day that actually the show started. So it really was important to plan ahead.

So, alright, should we continue on?

Tracy: Yeah, let's get through the rest of these real quickly.

Robin: Okay. Well, a couple of other things too when you're planning, you want to make sure that all of the supplies that you need - and I'm talking, you know, make sure you line sheets are printed out, your tags, if you do a catalogue, your postcards are printed, you've got an order form. Now a lot of people doing digital stuff for ordering, which is fine, but always bring some backup, because you never know what's going to happen with Wi-Fi or anything. You know, just be prepared. You want to have clipboards or if you work with people you want to have trays so...but just do it all ahead of time.

And then really important, because in addition to having a great-looking booth, I really recommend doing something that's going to help you engage and be memorable with the customers that are there, the buyers that are there. So it's about creating, getting, generating attention and engaging and creating a really fun environment.

Tracy: Yeah, just finding a way to connect with the people that's not like 'Oh, the price for that is this,' or like some of the worst openers are like 'Oh, that's all handmade' or 'That's sterling silver' - it's like, buyers are educated!





Robin: Well, and it's also 'Are you familiar with my line?' That drives me crazy because they're there. If they're looking, they most likely are not or they or you would know your buyers too. So I would say, do something creative. Maybe...

You know, a designer from our community did a positive quotes in a bowl and she would have people choose them, but it made it kind of fun and engaging and it went with her line, because she has a yoga-inspired line, so something like that is really great.

At Dogeared we had people pick out of a bowl - we did word charms that had different inspirational words and fun words on them and then we would tie, when they would pick out the word we tied that with Irish linen to their wrist and it's something that people still talk about when I see them.

Tracy: They still do, yep. I love it.

Robin: They really do. So get creative and engaging. Another, gosh, I just remembered that they did an Instagram wall, kind of like a selfie wall where you could put their jewelry on and take a picture and it was really fun, and people loved their 15 [30.00] seconds, 15 minutes of fame! So doing something like that again is going to make people laugh and have a good time and enjoy being at your booth.

Tracy: Absolutely. So I know that you had a lot of staff that you hired for Dogeared, you know, it's important to get at least one person to help you at the booth. So how do you feel about having like a dress code or something for your staff?

Robin: I think it's essential. Booth etiquette, dress code, so important, because you may assume that people know how to dress, but I have some scary stories.

Tracy: I'm sure you do.

Robin: But having a dress code, first of all it's going to give you peace of mind, but it also really gives you great direction for your team and you want to make sure that they're wearing clothes that show off jewelry and not everybody knows what that's like. So it sounds a little silly but a dress code is going to save you so much time and





it's going to provide them, there are no excuses for them dressing the way they're dressing, you know, they'll be appropriate.

And also one of the things that took me a really long time to figure out, I used to bring jewelry for my team to say 'Okay, put it on. This is jewelry that we're going to wear for the show,' and I would have everybody pick what they wanted to wear. Well, that was just pure chaos.

So going, you know, I learned that if I do a package per - that doesn't have to be for a specific person - but if I do a package of what I would like to see somebody wear and that would include rings, bracelets, earrings, necklaces, the whole deal that I could hand a package to somebody and say 'Here's a package. I'd like you to wear this the whole time at the show.' And it was just easy and then it gives them everything to repackage it back after the show is over. It just made my, let me tell you, it took me like 3 years to figure that one out.

Tracy: I love that. So what are a few other things that you think are important to have on the tradeshow docket to plan and get prepared?

Robin: Well, I think in staying with staff that it's really important to make sure your staff is strained and before they do a tradeshow. So if you're working with people you haven't worked with before, send them the line sheets, have a Skype call with them. You know, you want them to be as prepared as possible. Nothing totally prepares you for a show if you have never done on, but you want to make sure that you're also setting expectations. You want to start building a rapport with them. And by sharing, setting your expectations, sharing goals with them that you really map out what's expected and it will be very helpful before the show is happening.

And also **[33.00]** if you get their input, get their feedback of how things are going, make notes of that as well, because this is not just tradeshow for now. You are setting up a process of and systems for what you're going to also do the next time. You want to keep track of your buyers and prospective buyers. So that's really important.





Tracy: So before you go to a show do you want to have a list to take with you so you can remember or what do you recommend?

Robin: Absolutely. I would print out any existing customers that you have and print out a list of the prospective customers that you want to have. And these lists should be a list of who said they're coming to the show, but I would still bring the ones who might be on the fence or maybe they haven't told you about it, that they're coming, because it's a great way to keep track of them. Sometimes people go to shows last minute, that sort of thing, but before you go to tradeshow you should be calling all of these people. You want to send them an email. You want to make sure that you're calling them, following up on your email, inviting them.

It's not a call to try to kind of sell to them, but it's more a call inviting. It should be all about inviting. And having that list you can also then make sure that if they didn't come to this show for some reason you didn't see them, it's a great tool to also take that back and call them and say 'hey, we missed you' or send them an email and say 'We missed you at the show. Here's some bestsellers from the show. We're to help you,' that sort of thing. It's really important to do. It's all about that follow up.

Tracy: Awesome, yeah, the follow up - and that reminds me of what are some of the things that you should do after a show? So we've talked about preparing before, but the after is also really important too.

Robin: It's so. It's before doing and after, they're all super important. And after a show you want to really - I can't say this enough - analyze, analyze, analyze!

So you want to evaluate really what went well what didn't go well. Look at the missed out opportunities of what could've learned. Ask others, you know, like I said ask for feedback from your team, your staff. Ask your tradeshow rep how did he or she think that your booth looked, what could've possible been done better. Asking for their feedback and really developing a relationship with them, it's going to be in your favor. And this is going to help you with everything as you're going forward.





So I also recommend analyzing on a daily basis, so while you're at the show.

Tracy: At the show, right.

Robin: Yeah, taking notes at the show of what you did that day, how many line sheets you may have passed out, how many business cards you collected, and then that way at the end of the show and when you're back at your studio you have something you can actually take a look at and say 'Oh, here [36.00] I'm missing some business cards' or 'Hey, I handed out more line sheets than I thought!' So I really gives you an opportunity to look back and see how things went.

Tracy: There's the kickers in New York. I loved doing it because there were many times when I was running out the evening after a show on the first day, printing more line sheets that...and I was like...

Robin: It can really...

Tracy: Because I'd run out or something and didn't even plan properly. So I just wanted to give everyone a little hack. You mentioned tracking how many business cards you're collecting. What I sued to do and it was such a useful tool is I take a notebook, I'd staple the business cards inside the notebook and make notes about what people looked at, wat they commented on. So if they didn't write an order at the show, I could follow up with them later and have some contacts to follow them up with.

Robin: Yeah, totally great to do.

Tracy: I love that strategy and I tell it to all the designers that we mentor.

So really great advice, Robin! Thank you so much! This was totally packed with so much information. I feel we could've probably talked for another 30 minutes or something!

Robin: Oh, easy!

Tracy: Or actually, like, 3 hours probably really, but...!





Anyway, Robin, thanks again for being here with me today! This was awesome, and thank for sharing your wisdom about tradeshow and expanding your tradeshow or in-person trunk shows or craft shows presence, and doing the best job to plan events and make this awesome!

Robin: I'm so happy to be here and I'm always happy to talk about how designers can then improve and flourish and thrive in their business. That's for sure.

Tracy: Well, that was a lot of information. It's always so great having Robin here to talk about tradeshow!

And I just wanted to mention one more time to remember that we have that great resource for you, that tradeshow checklist/cheat sheet. You can grab it over at flourishthriveacademy.com/episode-15 (flourish thrive academy dot com forward slash episode fifteen.)

Thank you so much for listening today. If you enjoyed the show, we would love for you to do us a huge favor. Make sure you subscribe to our podcast, rate the show and write us a little review.

I'm super excited to keep bringing you super valuable content and inspiration every single week. So take care until next time!

