

Exhibiting at AASA's National Conference on Education: Post-Show Tips

The period after NCE is just as important as the event itself. It's when you solidify relationships, follow up on leads, and evaluate your performance. Use the tips below to make the most of the post-show phase.

Follow Up

- **Organize and Nurture Leads:** Sort and categorize the leads you collected based on their level of interest and potential. This will help you prioritize your follow-up efforts. Keep in mind that not all leads will be ready to buy immediately. Create a nurturing strategy that provides ongoing value and keeps your brand top of mind in the months that follow.
- **Set Next Steps:** Clearly communicate the next steps in the sales process or engagement with your leads. This helps manage expectations and keeps the momentum going.
- **Follow-Up Promptly:** Within a few days after the event, reach out to the leads you collected. Send personalized follow-up emails or make calls to continue the conversation and address their wants and needs.
- **Personalize Communications:** Reference specific discussions or interests from the expo to show that you were attentive and that you value the connection.
- **Provide Value:** Offer something of value in your follow-up, such as a relevant resource, an exclusive offer, or a solution to a problem they discussed.
- **Address Questions:** If attendees had specific questions you promised to address later, make sure to provide thorough and accurate answers.
- **Utilize Multiple Channels:** Besides email, consider connecting through social media, phone calls, or even direct mail to stand out from the digital noise.

- **Collect Feedback:** Consider reaching out to attendees who visited your booth and ask for feedback on their expo experience. This information can help you improve future engagements.
- **Thank Booth Visitors:** Send thank-you notes to booth visitors, especially if you had meaningful interactions. Express gratitude for their time and interest.
- **Follow Up on Partnerships:** If you discussed potential partnerships with other exhibitors, reach out to explore collaboration opportunities.
- **Stay Connected:** Maintain and strengthen the relationships built at the event by continuing to connect with the contacts you made at the trade show on social media or through your business network.

Utilize Content

- **Stay Active on Social Media:** Continue engaging with attendees and sharing valuable content related to NCE, even after the event ends.
- **Share Content:** If you captured photos or videos during the expo, continue sharing and re-sharing them on your social media platforms, website, or email newsletters.

Evaluate Your Performance

- **Measure ROI:** Evaluate the success of your trade show participation by measuring metrics like leads generated, sales closed, engagement levels, and ROI and comparing it to your expo-related expenses. And since some buyers aren't ready to buy immediately, you'll want to continue measuring the results over the next several months to get a true analysis.
- **Feedback from Team:** Hold a post-show team meeting to discuss what worked well, what didn't work well, and what could have been done better. Use this feedback to refine your approach for future shows.
- **Evaluate Goals:** Compare your expo outcomes to the goals you set before the event. Celebrate successes and identify areas for improvement.



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- **Update Database:** Ensure all lead information is accurate and up to date in your customer relationship manager (CRM) for easy tracking and ongoing communication.
- **Analyze Conversations:** Review your booth staff's notes on conversations to identify common questions, concerns, and interests. Use this data to refine your messaging.
- **Plan for NCE 2025:** Use the information above to start planning your strategy for the next show. Budget for any value-added promotions, advertising, and sponsorship opportunities ahead of time so you get extra bang for your buck.