



## MEF's Guide to Successful Booth Engagement

Increasing booth engagement can have a great impact on your brand's levels of interaction during an event. The booths will be free to all MEF members, giving you extra opportunities to boost profitability and event value. Our event sponsors will also automatically receive a large booth.

More conversations and scheduled follow-ups mean more impact, so we've put together our top tips on how you can encourage even more interaction at the next event.

### **1. Include informative and engaging content in your booth.**

- There are lots of opportunities to add external links to videos, website landing pages, and attachments to papers, slideshows, or documents.
- Think about innovative content your brand has created that will draw the audience in. Maybe you've released a new paper that you'd like to promote? Or maybe you have an informative promo video that would teach your audience something or help them to better understand your brand? You might have an upcoming report to include in the booth as exclusive content?
- It's up to you, but carefully consider what you could include that will inform attendees and make them want to interact with your booth, while promoting your brand at the same time.
- **Insight:** We analysed the event metrics for you and found that brands with high external link interaction had more chat engagement and requested follow-ups. So, utilise these great tools to boost engagement in the event and beyond!

### **2. Ensure good booth interaction.**

- Once you've identified content that will draw the crowd in, the next step is to man your booth on the day.
- Make sure you have a designated team member to monitor the chat. If conversations are started, you don't want to miss them.
- The booth chat is a good place to post brand news during the event, or encourage interaction with external links.
- You can also monitor any requests for a follow-up meeting in the booth to keep the conversation going post-event.

### **3. Promote the booth on your social media channels.**

- The final step is external promotion. Use your social media channels to build up anticipation of your booth before the event. You could also tease any exciting content you will be showcasing.
- Posting on social media and on the wall within the app during the event is also a great opportunity to generate visits to your booth.

There are our top three tips for generating successful booth engagement and event profitability for your brand. We can't wait to boost interaction even further at the next event. See you there!