



**YOUR BUSINESS CAN
SURVIVE & THRIVE
DURING THE
NO-TRADE-SHOW ERA**



**NO MORE TRADE SHOWS?
NO MORE BUSINESS TRAVEL?
NO FACE-TO-FACE?
NO WORRIES.**



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Conducting business during a pandemic is anything but business as usual. As companies navigate disruption to business travel, in-person customer meetings and canceled industry trade shows, they must turn to innovation to connect with customers and prospects and drive business.

HERE'S OUR FIRST PIECE OF ADVICE:

Embrace the change.

You now have more ways to reach targeted audiences and interact with customers — from one-on-one, customized live events to group webinars to personalized apps.

Creating a virtual event that is engaging and drives business begins with a strategic approach that maximizes the online platform from both a technology and experiential perspective.

As we have been working with clients during these recent times, we've developed some best practices for companies seeking to host virtual events. This e-book outlines our recommendations for success and a look at the different virtual platforms to help you determine which fits your needs.

START BY DEFINING WHAT SUCCESS LOOKS LIKE

Whether you are in person or virtual, you should begin with the same fundamental questions. What's our sales goal? What's the budget? Who is our target customer and what action do we want them to take? Establishing your business and communications goals upfront will guide you as you plan an event that engages your audience, hits sales targets and stays within budget.

Once those things have been decided, you can get a little more granular to help decide the production level of your event.

THESE ARE SOME OF THE QUESTIONS TO CONSIDER AT THIS STAGE:

DO YOU WANT TO REPLICATE THE LIVE TRADE SHOW BOOTH EXPERIENCE?

IS IT CRITICAL TO HAVE REAL-TIME INTERACTION WITH YOUR CUSTOMERS?

WILL THIS BE A ONE-SESSION EVENT OR MULTIPLE SESSIONS?

HOW MANY PEOPLE FROM YOUR COMPANY WILL BE INVOLVED?

HERE'S ANOTHER KEY PIECE OF ADVICE:

Decide what you have to say, then choose the digital format, not the other way around.

USE YOUR TRADE-SHOW KNOW-HOW

Just because you won't be hosting your customers in your booth at your industry's annual trade show, it doesn't mean you can't replicate some key aspects of the experience to create a successful virtual event.

GET YOUR KEY AUDIENCES INVOLVED

Use surveys, poll a select few, send emails, even give them a call, but get feedback from the people you planned to see at your trade show.

What would they be interested in for alternative digital programming? What do they still expect? Make them stakeholders in the process and you'll see more engagement in the final result.

KEEP IT PERSONAL

At their core, trade shows are meant to bring industry colleagues together. Whether it's small-scale happy hour Zoom meetings with key customers, or invite-only chats or private Facebook Groups, use the familiarity of your show's annual timing to maintain the professional relationships you've built.

PLAN LIKE A TRADE SHOW

There might not be a booth to build, but what are your areas of focus? What is your story going to be? How can you generate and measure qualified leads? Those themes and goals are still your most useful guideposts for developing digital content.

THE WEBINAR

NARROWING THE VIRTUAL OPTIONS

After you've decided on what story you want to tell, here are some ways Branigan can help you tell it:

A branded webinar or series of webinars is ideal for reaching a broad audience.

Your series could cover topics such as new product launches, innovations, thought leadership — and promoted through e-blasts, social media and digital advertising. A web-based event enables you to share content digitally and obtain attendance metrics for follow-up.

Branigan has set up webinar hosting using the Zoom Webinar platform. We'll manage the entire process, from initial concept to post webinar metrics:

- SOLIDIFY WEBINAR TOPIC & FORMAT
- COORDINATE PRESENTER SCHEDULES
- CREATE REGISTRATION LANDING PAGE
- CREATE WEBINAR CONTENT
- CREATE PRESENTATION CONTENT/VISUALS
- COORDINATE WEBINAR SOFTWARE LOGISTICS
- FACILITATE PRACTICE SESSION & LIVE WEBINAR
- PUBLICIZE & PROMOTE WEBINAR (EMAIL, SOCIAL)
- POST-WEBINAR ATTENDEE COMMUNICATIONS & METRICS



DIGITAL BOOTH

We can replicate a tour through your booth using 3D imagery, in lieu of attending a trade show.

This is ideal if you have lots of products or new technology to display and want to create an experience that users can visit at their convenience. Typically, this can be hosted on your website or linked to a separate landing page. Also, this site can be updated regularly with new offerings, which encourages repeat visits.

For this approach, we design and develop a 3D stage featuring graphics. We'll add photos, create 3D models of selected products, and create short animated zooms through your booth, focusing on key messaging and products. Elements or hot spots in the booth are clickable to take the user to more information and highlight key benefits. The digital booth can include pop-ups that show product descriptions, bullets, literature, PDFs, videos and links to your website.



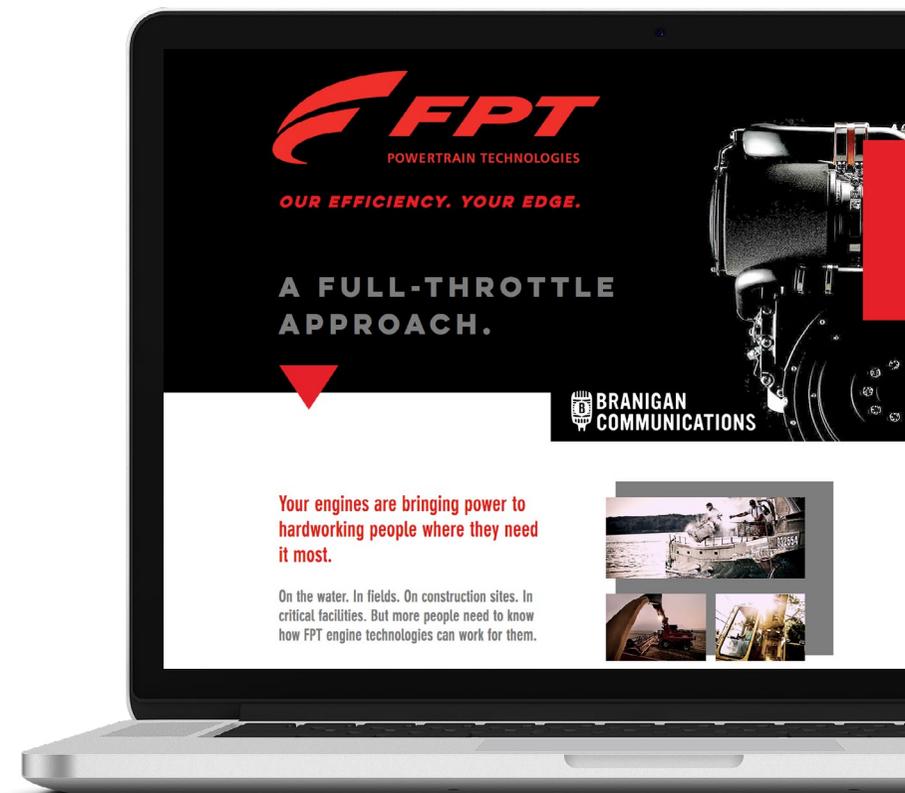
WEB-BASED BRANDED PRESENTATION

Let's say you want to control the presentation, choreograph the experience and customize it per customer, but conducting a livestreaming event isn't practical.

Branigan has developed a web-based platform that's easy to use, but still dynamic and vibrant, without being glitzy or overly complicated. This is ideal for presentations that are broader and solutions-based, highlighting case studies and a capabilities overview rather than product-focused presentations.

The advantages to this approach include:

- CUSTOMIZED BRANDING FOR EACH CUSTOMER
- EASY TO USE, NAVIGATE & SHARE WITH YOUR CUSTOMERS
- EASY TO UPDATE WITH NEW INFORMATION
- GLITCH-FREE — NO ZOOM DROPOUTS & DELAYS
- FAST TURNAROUND TIME
- NO INVESTMENT IN SPECIALIZED PLATFORMS



CUSTOMIZED APPS

Yes, the kind of app that lives on your iPhone, iPad or Android tablet.

We'll work with you to build a unique, interactive presentation with all the bells and whistles the technology offers, like 3D animation, videos, pop-ups, non-linear navigation and more.

While not necessarily a virtual event, this provides your sales force with a digital sales tool that's ideal in one-on-one presentations, with no web connection necessary. It can be a virtual, interactive catalog or a 3D portrayal of your brand and its capabilities to help you stand out from your competitors. This solution can take several weeks to develop, but apps can be converted to web-based experiences to maximize the investment.



Check out more of our customized apps in action.



LIVESTREAMING

With the right planning and execution, it can be one of the most effective ways to simulate the trade-show experience.

This can take the form of a “live,” invitation-only event for individual customers and prospects.

Live events consist of your representatives speaking directly to the prospect or customer who is tuning in via Zoom, Go-To-Meeting or some other conference platform. After a brief welcome, the camera follows representatives on a tour of your exhibit. This approach also enables real-time interaction between you and your customers. And you can cap it off with a private discussion on next steps. You can also record the event to post on your website or YouTube channel. Some events can be promoted as major one-time shows, while others can be planned, as a series, and take place over the course of a week or more, with several conducted each day.

Here's what we can do:

PLAN & SCRIPT
THE EVENT

SOURCE THE
TECHNOLOGY
PLATFORM
AND/OR VENDOR

PROVIDE CREATIVE
ELEMENTS, SUCH AS
GRAPHICS & RECORDED
INTRO & CLOSE

PROMOTION
& DISTRIBUTION
STRATEGY

EDIT THE
RECORDED EVENT

CONCEPT &
DEVELOP CUSTOM
INVITATIONS
OR GIFTS

EVENT Q&A
MODERATION

PROVIDE ON-SITE
MANAGEMENT
DURING EVENTS

CONDUCT
POST-EVENT
FOLLOW-UP

Other digital options are available, depending on your budget, customer base and the type of experience you want to create.

- > PRIVATE FACEBOOK GROUPS
- > GATED LANDING PAGES ON YOUR WEBSITE
- > PODCASTS
- > YOUTUBE/LINKEDIN/TWITTER/ FACEBOOK Q&AS – LIVE INTERVIEWS OR CHAT-BASED DISCUSSIONS
- > LINKEDIN INMAIL MESSAGING CAMPAIGNS

CAN YOUR BUSINESS AFFORD A YEAR WITHOUT TRADE SHOWS?

If the mere idea of planning and hosting a virtual event leads you to think it might be OK to write off this year and hope next year will bring back familiarity and routine, ask yourself: Can your business afford to sit on the sidelines? You can be sure your competitors are working on alternatives right now. Going dark without a plan for digital activities to stand in place of in-person shows isn't an option.

Even though virtual is somewhat new and unfamiliar, don't lose sight of your business goals. It's easy to get caught up in all of the bells and whistles featured in the digital and social media options that are out there. Instead, focus on keeping the spirit of your trade show's presence or in-person sales presentation top of mind during a virtual experience.

Find the digital option that best suits your organization. Your participants will appreciate an event that is simple to navigate, respectful of their time, and features the updates they need to make their projects successful and lives easier — plus, they just might enjoy this version of human interaction.

TAKE CONTROL **OF YOUR STORY**

Contact the virtual event experts at Branigan. We'll work with you to develop the right messaging, then apply the digital tool that best fits your needs and budget. Embrace the change and don't miss the opportunity for your business to survive and thrive.



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