

AVOIDING TERRIBLE MISTAKES WHEN BUYING YOUR DISPLAYS

Firstly, forget about avoiding the terrible mistakes other people make.

Their mistakes are completely irrelevant and seriously don't matter to you.

By reading this, you are going to buy the right display solution in the first place, therefore you've already avoided the terrible mistakes made by other people.

As an example, let's assume you are planning to exhibit at a tradeshow.

Like all other exhibitors, you will have expectations that some good will come of the event. How much good or what type of good, who knows. But there will be some good.

Many exhibitors assume their good results are going to happen just because they turn up.

Yeah, nah. It doesn't work that way.

Those misguided exhibitors don't appreciate that every decision made prior to, during and many months after the event will either help or hinder the long-term results of their event.

In reality, these exhibitors are "Order Takers". They benefit from who stumbles into their booths and sometimes they get lucky.

It's the "prior to" decisions we're going to focus on.

They are the source of you becoming an "Order Maker", where visitors stride into your booth with purpose.

The twist is that the "prior to" decisions are mostly not about buying displays at all.

The "prior to's" are mainly about your mindset and how the determination of your mindset pursues the true purpose of the event ... RESULTS ... RESULTS and ... MORE RESULTS.

STEP 1: The Event Mindset

Get your mind fixated on the results you crave. Your event vision.

Meaning ... What results **MUST** you guarantee from the event?

I did not ask, what would you like or want from the event. We're talking absolutes.

Yes, you can achieve some success without a vision, many do; but your chances for stellar success diminish fast without one.

It's stellar success that you are pursuing and with it will come decisions about your display solution. They are tenaciously bound.

STEP 2: The Lightbulb Moment

Regardless of how it looks, the following point is not intended as a self-serving comment to increase revenue for Ziggy Displays. It is simply good, honest advice based upon experience and factual results.

Yep, hard to believe, but stay with me and you decide for yourself.

Most business objectives have an overarching desire ... **BANKABLE PROFIT**.

Therefore, purchasing a display solution must be done under the lens of making and maximising that Bankable Profit.

To maximise Bankable Profit, it is critical that a display solution accentuates your credibility, states your dominant niche expertise, and even potentially render your competition impotent.

Wow, how often do you get to say that?

Ok, let's settle down a bit. In short, your display solution should make you look great. But that does not mean you should lose your shirt over it.

Maximising profit requires appropriate investment, and that is not achieved under the lens of minimising cost.

Let's create some awareness and work up to the lightbulb moment.

Work through the event process and identify your Event Specifics. Meaning all the elements required in and around your booth, e.g. products, physical elements, information etc for the purpose you are there. How will it function, what are you promoting, what are your resources?

Now align these Event Specifics with your Event Objectives and your own operating Business Specifics.

Let's take a seriously oversimplified example to get your mind into the fun of the planning process.

Assume your goal is to pursue an annual revenue increase of 10% from this event.

With your knowledge of your existing client revenue patterns:

- How many new clients are required for a 10% revenue increase?
- What conversion rate of your many event visitors will that require, 5:1 or 50:1?
- So now you know how many curious visitors you must draw in and engage with.
- How many staff will be required for such a visitor load? Is that 10mins per visitor?
- Is your booth physically suitable for such staffing?
- Do you now consider a revenue increase of 15% is possible or is it reduced to 5%?
- Or do you realise it's all possible with the right amount of investment?

Ask yourself, what will it take to attract that many curious visitors into my booth?

What tools do I have that will help me fascinate so many visitors? Me looking pretty won't be enough, I'll need something more, something credible, memorable, or influential.

Once excited, how do I transition my visitors from curiosity to engagement and then into a real client?

How can my booth help me fascinate and excite?

What kind of atmosphere do I need to create to deliver the results I've guaranteed myself?

It needs to be eye-catching, noteworthy and so magnetic visitors are pulled in.

We know there's more to it than this, but at least now you are thinking about and focussing on your expectations and what tools are essential to pursue your objectives.

At least for now, accept the notion that your display is an essential part of the solution and not an expense.

In reality, your display solution is a critically vital tool in achieving your objectives.

Realise that, and then invest in it appropriately.

Too much is wasteful and too little a huge mistake.

Appreciate:

- What justifies your participation in the event.
- Your non-negotiable outcomes.
- The consequences if you underperform.
- The significance if you excel.

It all goes back to Step 1, your driving force and mindset.

STEP 3: Decision Time

Formalise your plan to attain your objectives and help you make the right decisions.

If it's a tradeshow:

- are you looking for a big impact, large audience around your booth?
- or a more subtle, "one on one", more intimate setting?
- do you need to draw attention from a distance?
- are you located near your fiercest competitor. The one you long to crush?
- is your booth invisible, located out of the way and critically needs exposure?
- are you a new start-up needing any client you can get?
- Are you there to impress a known specific client? The one you need?

Knowing all that and more, your display solution must satisfy your specific needs.

However, you should be starting to realise the many roles your display solution has to play and its value, plus its potential to seriously influence the results of your event.

It is a tool with bucketloads of influence and awfully powerful.

Consider there are 3 primary functions of a display solution at a tradeshow:

1. Boldly advertise where you are located.
2. Entice engagement between an expert exhibitor and a curious attendee.
3. Enable deals to be made, truly the crux of achieving your objectives.

The right display will clearly expose your location, encourage engagement, and help convert mere curiosity into business.

The wrong display will make you invisible, even repel potential business and cause irreparable harm.

You will never know the damage a bad display solution has caused, because disinterested passers-by do not engage.

Just realise you just lost a \$20,000 deal and you didn't know it.

Ok, budget is crucial and funds limited, we all understand that reality.

However, the display doesn't have to be expensive, nor does it have to be the biggest or most impressive.

It just needs to work for you and the results you are pursuing.

STEP 4: You Don't Know It All

If event knowledge is not your primary business, then you won't know everything you need to know.

Not a single "event expert" knows it all; and with 40+ years' exposure with events, we ourselves are learning more all the time. And that's with 40+ years' experience and knowledge to pass on to our clients.

Talk to a trusted advisor with proven knowledge and experience running successful events, and especially achieving desired objectives. Someone you trust with relevant experience.

It is important you have an independent discussion to make you think and consider an alternate perspective.

Talk about your vision and your plan to achieve your mandatory results.

Be honest. Will your plan help achieve the goals of your vision?

Good advice is relatively inexpensive get some, failure is far too expensive, even crushing.

After completing these 4 steps, with more knowledge, a better understanding of your goals and with the right advice, you will be empowered to purchase the right display to suit you.

Plus, you would have avoided the mistakes other people make.

There's a bit more about this on our website. Click on ["ABOUT ZIGGY"](#)

Or if you like what you read, call us on 0434 399 330 and we will send you the extended version of this document with more detailed display specifics.



**When you do achieve your desired results,
you'll discover the cost of the display solution
is dwarfed by your success and stella profits.**

**Hindsight will show,
the right amount of investment is truly insignificant
and the solution simply pays for itself.**