



Sightings

October 2006 Vol. 4, No. 10

UPCOMING EVENTS

October 26-27 – Salt Lake City
SMPS Utah and
AIA Utah Annual Convention
Strategic Planning and
Market Planning

November 9 – Los Angeles, CA
A/E/C Essentials*

November 10 – Los Angeles, CA
Persuasive Powerful Proposals*

November 30 – Boston, MA
A/E/C Essentials*

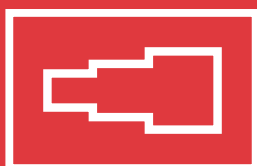
December 1 – Boston, MA
Persuasive Powerful Proposals*

* More information about Longview Group seminars can be found at:
www.longview-group.com/seminars.html

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INSIGHTS...IN SIGHT

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Ways To Muddle Up a Trade Show

Dennis Schrag

Trade shows are a terrific way of branding your firm, connecting with existing clients, and developing prospects. The cost of most trade shows is pale compared to the cost of winning face time one-on-one with the same number of people.

It's easy to convert your trade show investment into an impressive waste of time, effort and money. There are many opportunities to confound a trade show. Here are the classic ways to muddle up:

- 1. Bury it.** When the tradeshow announcement or your renewal contract arrives, let it get buried in the stacks on your desk. All that procrastination will guarantee you get the worst booth location possible. You know the booth venue, it is *"Ahhh that special location: just three blocks away from the tradeshow hall."*
- 2. Improvise it.** Don't do any planning for the show. And don't bother to plan the booth display. Throw something together the day before. *"It doesn't look all that bad given the two hours I spent on it."*
- 3. Camouflage it.** Don't tell anyone inside your organization about the show. Make sure your associates and superiors will not reserve time to help meet clients and prospects. It will also certify that your marketing support people will have to work 20 hours of overtime to fix the crisis you created. *They work better under pressure...right?*
- 4. Mule ship it.** Shipping your display, brochures, giveaways and other supplies by "Any ole Shipper, Inc." may insure an extraordinary empty booth or a massive airfreight bill. Be sure to take your digital camera to capture that \$72.00/sq. ft empty space. *"Say cheese."*



5. **Sneak it.** Just because the hall requires you to use their union labor to unpack...ignore it. Hire your brother-in-law instead. Trust me, if there is anything the AFL CIO is good at, it's knowing brothers-in-law. *Can you say, "Pay anyway?"*
6. **Conceal it.** Whatever you do, don't let your professional friends, clients, contacts and prospects know that you will be at the show. Don't send any invitations or notices out. Don't invite any clients or prospects to lunch or dinner or breakfast in advance. Let your competitors have that private time with them. *"Shhhhhh...it will be our little secret."*
7. **Cheap it.** Don't give anything away. Or if you do, make sure it was the same gift your competitors used three years ago. *"Let's see, where are those stylish BIC pens we ordered a few years ago?"* Look at the crowds surging to your booth ...oh no...wait, they're going to your neighbor's booth that has the slinkys.
8. **Casual it.** Sloppily-dressed booth representatives are so alluring. They seem to have the subtle panache to encourage attendees to keep on walking---a little faster.
9. **Booze it.** Oh hell, the open bar is part of the booth rent...better get your money's worth fast. You always make an impression with your clients and prospects when you are just a little tipsy. *Giggle. Giggle. Slurp.*
10. **Forget it.** After the show, all those notes you took, all those business cards you collected, all the hot recognizance data you have in your head, forget about it. Follow up is so time consuming.

Current Research on Client Relationship Management Programs

The SMPS Foundation recently commissioned a significant research study. Two distinguished marketing professors from George Washington University conducted the national study: Dr. Robert F. Dyer and Dr. Marilyn Liebrez-Himes

This report provides insights for managers seeking effective CRM adoption and use. The study involved a structured online survey (with over 500 responses), 30 follow-up interviews, and an extensive

literature review (293 articles from 58 publications). The participants represented a cross-section of architecture, engineering and construction firms based upon geography, employment size, annual billings, services offered, and experience level with CRM systems.

If you are thinking of adopting a CRM program, this study is essential reading. It offers seven very specific recommen-

dations that will increase the chances of a successful CRM adoption.

A summary of the study is available at:
<http://www.smeps.org/foundation/research.htm>


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