

stratēgies **PME**

**OPTIMIZE YOUR
PRESENCE AS AN
SME EXPERT**



Experts who have achieved the greatest success in the past have followed these master rules for optimizing their overall presence:

First, you will notice that in our communications, we strictly avoid using the term "show" (or salon) to describe Stratégies PME. Our surveys of SME leaders have clearly demonstrated the negative connotations associated with this word. Instead, we prefer "event" (événement) or "conference event" (événement-conférences). We strongly advise you to adopt this same terminology when announcing your participation and inviting clients or prospects, and we recommend briefing your on-site staff accordingly. Furthermore, avoid any promotional strategies tied to the traditional image of a trade show; for instance, distributing branded bags to attendees is explicitly prohibited for this exact reason.

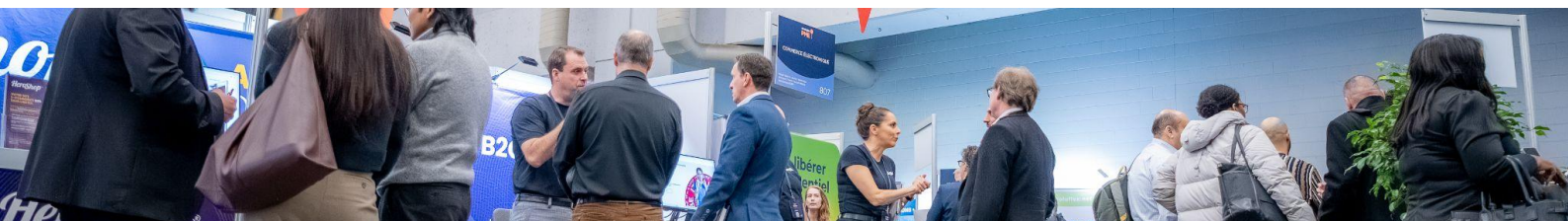
To maximize your success at the event, leverage straightforward marketing strategies and employ a proven conversational framework once attendees are on-site:

1. Invite your clients and prospects to the event and your presentation using the complimentary tickets included in your booking.

We recommend the following strategy:

- ***90 days before the event:*** Start thinking about your guest list and gathering the names and contact details (email addresses) of the people you wish to invite.
- ***60 days before the event:*** Send out invitations to give your guests enough time to plan their attendance.
- ***30 days before the event:*** Follow up with invitees to gauge their interest and availability. If someone declines or does not respond, this gives you enough time to reassign the tickets to other prospects or clients.

Feel free to use social media for this purpose. However, the Stratégies PME organizers do not permit the use of complimentary tickets allocated to experts for contests or broad distribution (e.g., on social media). These tickets are intended solely for inviting your targeted clients and prospects. On average, 16 clients of each expert attend the event. Experience shows that exhibitors who derive the most value from their participation are those who actively invite their clients and prospects. The more your clients know you will be there, the more likely they are to come and see you in person. Over the years, many experts have told us that these visits strengthen their client relationships.



- 2. Take the initiative to make contact with visitors.** Do not wait for attendees to initiate a conversation; proactively approach individuals who slow down, inspect your display, or make eye contact with you.
- 3. Use a four-step conversation method.** Engage, question, advise, then propose a next step: This methodology aligns perfectly with the positioning of your advisory booth and prevents you from falling into a pushy, automated sales pitch.
- 4. Ask questions before presenting your expertise.** Discover, diagnose, advise, then propose: First, take time to understand the visitor's business, their core challenges, and what they have already tried. Then, tailor your expertise and solutions directly to what they share.
- 5. Prepare three to five opening questions, as well as a uniform pitch for the entire team.** Equip every team member with a few simple, targeted questions related to your core expertise to help them naturally initiate conversations. Additionally, develop a short, 10-to-15-second opening pitch so that your entire staff delivers a consistent, unified message to attendees.
- 6. Ensure that all staff present in your advisory space are sufficiently familiar with your conference topic.** to easily interact with visitors who come to your advisory space following your conference.
- 7. The staff present in your advisory space must be able to respond appropriately to experts if you want to achieve good results.** It is crucial that your booth is staffed by experienced experts from your organization rather than a sales team or junior personnel. The executives attending the event are looking to consult directly with seasoned professionals for high-level guidance on managing their business growth.
- 8. Since traffic is high, it can quickly become exhausting for your staff to be constantly attentive to the numerous requests.** Implement a daily staff rotation, once or twice a day, to schedule meal breaks and rest periods while ensuring your booth remains continuously manned. Remember that your advisory space must be occupied by a qualified expert at all times throughout the two-day event. Wear comfortable shoes and keep water and snacks tucked away out of sight; the days are long, typically running from 7:00 a.m. to 5:15 p.m., with an evening networking cocktail on the first day. Crucially, avoid sitting down or eating visibly in your booth, as this detracts from the professional image and presence you want to project.

9. Have staff present in your advisory space during your presentation. When a presentation reaches full capacity, attendees unable to enter will often head straight to your booth to learn more about the topic. Be prepared for a surge in foot traffic immediately following popular presentations.

10. At the end of your presentation, your audience will be invited to proceed to your advisory space to deepen the discussion and address their respective situations. This creates a critical window for your organization, and you must be fully prepared to handle the sudden surge in traffic. Ensure you have adequate staffing on hand specifically for the period immediately following your presentation.

11. Make sure you have enough business cards and documentation about your services. Plan your inventory accordingly; every year, some organizations run out of collateral and supplies by the second day of the event.

12. It is important to understand that the visuals of your advisory space reflect your company's image. Opt for a polished, harmonious look in terms of colors and textures. Ensure your display instantly captures attention with concise, long-range messaging, remember that readers typically lose interest after seven words. Incorporate a powerful, relevant visual that highlights your expertise. To help your team break the ice, print targeted questions directly onto your booth panels to engage visiting leaders. For production, GES is the official supplier for the Palais des congrès and offers standard formats for approximately \$555 per panel. Consider hiring a graphic designer for your visuals, keeping in mind that these assets remain reusable for future events. Additionally, coordinate team attire, such as company-branded polos, so your staff is easily identifiable to attendees. Below are examples of standout advisory spaces from past editions of the event.



13. Educate your staff on the importance of always facing visitors and showing openness to discussion. Encourage your team to maintain eye contact, smile, and project an approachable demeanor. Remind them to resist the temptation to use cell phones or laptops inside the booth, an urge that peaks during quieter periods, such as opening hours, lunch, and the end of the day. Every attendee could be a vital prospect for your organization; if a staff member is engrossed in texting when someone approaches, that potential client will likely walk right past and head to a competitor. Eliminate physical and behavioral barriers entirely: do not sit, cross your arms, chat exclusively among colleagues, eat, or stare at a screen. Instead, remain standing and accessible near the front of the booth. Never turn your back to the aisle or block the entrance with a table.

14. Provide a standardized tool for gathering information on interested leaders for follow-up to the team members present. You can always connect with attendees after the event. Because things move quickly in the booth due to high foot traffic, equip your team to rapidly capture lead data in a centralized CRM or file to minimize the risk of losing a prospect. This record should capture all essential details for post-event follow-up, including contact information, company type, title, preferred timeline, specific needs, and the agreed-upon next step. Implement a simple prospect categorization system, such as hot, warm, and cold (or A, B, and C), and systematically note the expressed need, timeline, context, and precise action items. Furthermore, we are featuring a personalized QR code on your lanyard badge this year, linking directly to your appointment-booking page, an exceptional tool for streamlining connections.

Please note that attendees will not wear neck badges. This policy directly answers feedback from leaders who wish to preserve their anonymity and choose precisely which exhibitors receive their contact details. Because busy executives often hesitate to attend events that trigger floods of unsolicited emails, we prioritize their privacy and freedom of choice. Our objective is to provide a comfortable environment where they can discover your solutions, consult with experts on their own terms, and initiate follow-ups only with those they choose. This philosophy fosters a positive experience that keeps attendees returning to Stratégies PME year after year.

15. Book appointments directly on site rather than simply promising a follow-up. When a genuine need is identified, leverage your calendar to schedule the follow-up meeting immediately, rather than simply promising to get in touch later. Actively encourage interested attendees to secure a time slot right at your booth: the highest conversion rates always come from meetings booked on the spot during the event.

16. Know how to shorten a good conversation. If an interaction warrants an in-depth discussion, propose scheduling a dedicated meeting after the event. The primary function of your booth is to identify and qualify business opportunities, not to solve complex challenges on the spot.

17. Make sure to follow up with interested prospects in the days following the event. Some experts make the critical mistake of under-resourcing their post-event follow-ups, causing leads to drag on until opportunities go cold. For your top-tier prospects, aim to reach out within 24 to 48 hours of the event ending. Make explicit reference to the specific conversation you had at your booth so the attendee immediately recalls your interaction.

18. Hold a team briefing every morning before opening. Plan a brief, five-to-ten-minute team meeting each morning before the doors open to align on the day's messaging and individual roles. Use this time to review target clients, opening questions, core problems solved, qualification criteria for priority prospects, note-taking protocols, and the desired next step for every attendee interaction.

19. Assign roles during peak periods. During peak hours, delegate responsibilities across your team: assign one member to welcome and qualify arriving attendees, another to lead the advisory conversation, and a third to handle appointment scheduling. This strategic division prevents your entire team from getting tied up in prolonged discussions at the same time.





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Schedule a meeting

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