

Checklist and Tips

How can you as an exhibitor optimally prepare yourself for “EuroTier / EnergyDecentral digital”? Our checklist with tips and recommendations will help you before, during and after the digital trade fair with the successful planning of your presence from 9 to 12 February 2021.

Prior to “EuroTier / EnergyDecentral digital” (until 9 February 2021)

	Booking and initial preparations	Our tip
<input type="checkbox"/>	You can ensure your participation in “EuroTier / “EnergyDecentral digital” until 31 January 2021. You can already become active on the platform from the beginning of February.	Our team will be happy to help you with your planning.
<input type="checkbox"/>	Who is responsible for all organisational matters? – Define project managers and create a schedule with deadlines.	Check your action plan regularly.
<input type="checkbox"/>	Send out invitations to customers. We’ll provide you with free, unlimited ticket codes.	You can already arrange appointments with your customers and invite them directly to “EuroTier / EnergyDecentral digital”.
<input type="checkbox"/>	Organise your campaigns to attract attention to your participation.	Invite your customers to discover the digital trade fair
<input type="checkbox"/>	Train your sales team and create a duty roster for the digital trade fair to ensure that a certain number of your employees is always online to communicate with visitors.	Some of your staff should always be on the go via the chat function and invite visitors to your company profile.

	Define specific goals and measures	Our tip
<input type="checkbox"/>	Define central products for presentation on the digital platform. What products and/or services do you offer? What are the keywords you always want to list as “top” for the full-text search?	Our products and services can support you here. You will find them at the Exhibitor Service Portal: https://portaleurotier.dlg.org
<input type="checkbox"/>	Structure the display of your company tiles with which you're included in the list of exhibitors.	By integrating the icons in the design, you emphasise the possibilities for interaction.
<input type="checkbox"/>	Book upgrades and advertising options for greater visibility (e.g. larger tiles, “Top of the List” entry, events in calendar of events)	You’ll find products and services at the Exhibitor Service Portal: https://portaleurotier.dlg.org Our team will be happy to advise you.
<input type="checkbox"/>	Specify which content are to be presented in your company profile. Place the focus on best sellers and new products.	The more interestingly your company, products and services are presented, the longer the duration of the participants’ stay and the sales chances increase.

	The hot phase	Our tip
<input type="checkbox"/>	Submit your programme contribution to us by 20 January 2021 at the latest. Our programme director (Julia Schmidt, j.schmidt@dlg.org) will help you with your planning.	A good choice of titles will already arouse the interest of the visitors.
<input type="checkbox"/>	Advertise your presence at “EuroTier / EnergyDecentral digital” on your own website and in the E-mail signature.	Use our E-mail signature graphic, that you can individually adapt.
<input type="checkbox"/>	Set up an agenda for your public Expo Room in your company profile.	Integrate the button for the public Expo Showroom conspicuously in the graphics of your company tile.
<input type="checkbox"/>	Prepare special offers, special deals or other goodies.	Even if no physical give-aways are possible, there are creative digital alternatives. For example, combine postal mailings with your digital presence.
<input type="checkbox"/>	Define target groups for your “Network”.	Define keywords according to which your sales team can search for people.
<input type="checkbox"/>	From the beginning of January: Start with active communication to your digital trade fair presence with social media and E-mail campaigns. (“Meet us at “EuroTier / EnergyDecentral digital”).	Always install a link to free visitor registration.
<input type="checkbox"/>	From the beginning of February: Arrange active appointments on the digital platform.	“EuroTier / EnergyDecentral digital” goes online at 1 February 2021.
<input type="checkbox"/>	Prepare your internal sales briefing for employees. Familiarise yourself with the various functions of the platform.	Make sure that your employees know their way around on the platform.
<input type="checkbox"/>	Define roles and responsibilities (e.g. presenter in the public Expo Showroom, screening of visitors, initial contact).	A friendly digital greeting of your visitors is the best way to get started in a successful meeting.
<input type="checkbox"/>	Make sure that every employee has saved a profile picture.	Think of creative ideas on how to play with the profile images of the employees.
<input type="checkbox"/>	Make sure that all content have been uploaded.	The more informative your company profile is, the more easily the visitors can obtain information.

During “EuroTier / EnergyDecentral digital” (9 to 12 February 2021)

	What's important during the event?	Our tip
<input type="checkbox"/>	Make sure that enough contacts from the team are available at all times for making contacts.	Don't lose important leads through an unoccupied Expo Showroom.
<input type="checkbox"/>	Actively invite your visitors to appointments and meetings.	Use the various invitation options of the platform for this purpose.
<input type="checkbox"/>	Select suitable actions and offers to activate your visits and generate leads.	For example, actively advertise special offers.
<input type="checkbox"/>	Actively contribute to "EuroTier / EnergyDecentral digital". Visit public topical forums to make new contacts. Contact participants via a test chat or audio/video messaging. Participate in chats in the technical programme to attract attention.	You'll find additional information here: www.eurotier.com/en/digital
<input type="checkbox"/>	Search for relevant contacts and companies with the visual "Network".	Use the keywords you've defined beforehand.
<input type="checkbox"/>	Contact interested participants in chats of the technical programme.	Specifically use the various contact functions for this purpose.

After “EuroTier / EnergyDecentral digital” (from 13 February 2021)

	How to make the best of your participation	Our tip
<input type="checkbox"/>	Your content will continue to be available to all participants after 12 February 2021. Programme contributions are available on demand. You can also collect valuable leads after the digital trade fair.	You can also integrate the links to your programme contributions in your communication after the event.
<input type="checkbox"/>	Send "Thank You" E-mails with a summary, contact information and the links to your own video contributions to customers, contacts and new leads.	Already prepare the mailing template before the event.
<input type="checkbox"/>	Plan a follow-up with precise measures for all relevant contacts with which a personal exchange took place at the digital trade fair.	Use the awareness of "EuroTier / EnergyDecentral digital"!

More Informationen at Exhibitor Service Portal (<https://portaleurotier.dlg.org>) and www.eurotier.com/en/digital