

## **An Important Attendee You Must Pay Closer Attention To** (3 min read)

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“Most hockey players skate to where the puck is, I skate to where it is going,” is a quote from the great Wayne Gretzky that comes to mind when I think about how tradeshow attendees are changing.

An important thought to keep in mind is “*today’s students and young professionals are tomorrow’s buyers and CEOs.*”

It’s no secret that Gen Z and Millennial presence on tradeshow floors is increasing rapidly. Young Professionals (YP’s) are 20 to 35 years old. They have multiple objectives for attending trade shows and they arrive with clear business intent. Learning, networking, and product and service discovery are their top reasons for attending. They are seeking solutions that are relevant to their role in their companies. While they may not be the final decision-maker in some cases, they do have purchase influence.

### **The Key to Attracting Young Professionals is to Quickly and Visually Establish RELEVANCE!**

In your pre-show marketing efforts, be sure to quickly communicate how your product/service helps them perform their job better. Also include this in your exhibitor description which will show up on the show website, the mobile app, and emails - the top three places they look to pre-plan their agenda.

1. **YOUR BOOTH:** YP’s approach the exhibit hall as a discovery driven journey. They tend to walk the show aisle to aisle visually scanning the environment in search of solutions relevant to their role. Make sure you have colorful eye-catching visuals accented with lighting and strong in-booth signage and visual cues that quickly answer their “what do you do?” and “why should I care?” questions.
2. **GIVEAWAYS:** YP’s do respond well to giveaways like food and beverages. They prefer swag and promotional products that are useful, cause based, and environmentally friendly.
3. **STAFFING/PRESENTATIONS:** YP’s do not want sales driven presentations in the booth. They want authentic, consultative interactions with knowledgeable and helpful booth staffers. They value hands-on, minds on demonstrations and presentations with multisensory activation.
4. **INFORMATION TAKEAWAY:** YP’s want quickly accessible and easy to use content that can be shared to support internal advocacy of solutions relevant to their role. QR codes and printed literature are both desired by young professionals.

5. **FOLLOW-UP:** If you have established clear and compelling relevance, helped them discover and learn something about your solution that supports their job function, and engage them in an authentic and consultative manner, they will be extremely open to your post-show follow-up efforts.

With the rapid growth of young professionals at trade shows, it's important that you apply as many of the ideas as possible in this article. If you do, you will attract and engage with your fair share of young professionals, positioning your business for long-term growth.



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