

Creating a lasting impression

Flowers are blooming, birds are chirping and the sun is beginning to shine. Our businesses have made it through the dreary winter and bright days lay ahead. It's time to spring ahead and take advantage of the numerous networking and business opportunities out there.

One opportunity in particular is the upcoming Chamber Business Showcase. The Fraser Valley Chambers of Commerce (Abbotsford, Chilliwack, Langley, Mission, Maple Ridge and Surrey) have partnered together to establish the most inclusive Fraser Valley networking event of the year with a potential of 700 plus clients in attendance.

Tradeshows are typically held in large spaces with row after row of booth space. At times it can be overwhelming for businesses to get involved as they are unsure of how best to represent themselves and engage trade show attendees.

How to create that lasting impression

When one thinks of first impressions, it may not seem directly related to public relations; however, there is a strong link as you are the face representing your business.

When determining your involvement in tradeshows, it's important to create an atmosphere that is not only welcoming but also engages attendee's to ensure that they stop by your booth. This provides you the opportunity to tell them about the business, products or services you offer.

Creating a welcoming environment (booth space) can easily be attained by tying in elements of your business. Typically, the exhibitor cost will include booth dividers, a skirted table, two chairs and power; it's up the exhibitor to be creative and create a display that will WOW those in attendance.

You don't necessarily need fancy pull-up displays or flashing marketing tools to make your booth space stand out. Incorporating simple elements such as previous work and product examples coupled with brochures, business cards and an interactive component can do wonders. By including an interactive component such as a prize draw or handing out small take-away's to attendees, allows you to engage those at your booth a little longer and perhaps start up a conversation that may turn into a business lead.

Promoting yourself through networking is just as important as promoting your business, newest product or service. Events are great way to showcase not only your business but yourself as well. Take the opportunity to walk around the event, introduce yourself to those at displays, exchange business cards and make the most of interacting with new people in the business community.

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