



Virtual MarketPlace checklist

Digital events are a fantastic way for suppliers to reach local and international buyers. We've designed the 2021MarketPlace with engagement in mind. Here are our top tips for maximizing your virtual exhibit experience.

- **Plan your strategy.**
To get the most out of your investment, strategic planning is key. Get creative: consider timing a product or service launch for the event, or offer thought-leadership content.
- **Incentivize engagement.**
Contemporary professionals have a healthy appetite for data, case studies, and advice. Create downloadable content for the people who visit your space to increase brand engagement.
- **Share your attendance on social media.**
As the event's opening date approaches, boost awareness and engagement by sharing ASB's posts, creating your own posts (and tagging ASB), and utilizing the hashtags #BestWeekInBaking and #BakingTECH. Remember to post from both your business and team members' accounts to beat those algorithms.
- **Announce it on your website.**
It sounds simple, but many businesses neglect to mention their attendance at events across their website. Add a banner graphic to the homepage and a news story to your Press section.
- **Send a press release.**
Once you've planned your content, let the press know your plans. Send out a short, snappy announcement with photos and perhaps an editorial pitch idea to secure further coverage.
- **Make sure your exhibitor company profile is complete.**
Fill in all your company information and upload images, sales brochures, and any other information/collateral you're able to include.
- **Register your team to attend.**
Virtual events benefit from allowing your entire team to attend and engage with prospective and current clients. Got a sales team in Bolivia? Register them. The more team members who attend, the more opportunities for generating new leads and business.
- **Brief your team.**
Whether there are two or 20 of you in different locations, ensure team members are as fully briefed on your objectives as they would be in for an in-person event.
- **Invite your clients.**
So many exhibitors don't believe in inviting their current clients to events, for fear they will be poached by other exhibitors. However, given that this is an industry-leading event, there's a good chance your customers will be there anyway. Stay top-of-mind by inviting them personally. Perhaps suggest a session you could attend digitally together and then a coffee post-session to discuss the outcomes.
- **Track your success.**
Make sure you track and follow up on your team's success. It's vital to collect data throughout your campaign and afterward, both immediately following the event and during the month that follows.
- **Enjoy the experience!**
Attending events and getting to interact with customers can be an incredibly enjoyable and rewarding experience. Take the time to build your network and spend time with your customers.