

Expos and bridal shows

Honeymoons / destination weddings

Works outside of bridal niche

Lots of options to fit your niche for expos, like senior citizens - Senior LIFeStyle and Wellness Expos

Are there any expos that your dream clients are visiting? If yes, get a booth! Host a drawing to collect names and emails. In one expo you could add 75+ people to your e-Newsletter list, and if you have an effective follow-up system in place, you could get several new dream clients! If your dream clients are brides, there are specific effective follow-up systems to stay in contact.

You can find partnerships / joint ventures at these shows - Everyone selling, they are selling to your ideal clients. This is perfect for partnerships - develop a relationship with them at the expo - I'm selling travel to brides, what if we partner, we sell complimentary services, how can we help each other with our client list / network? Both business owners are trying to make a living - how can you support them? Building your network, nurture leads over time and turn them into books and referrals AND build relationships with joint venture partners.

3 key things

1) Vet the event - make sure you spend your time / energy at the right place. Will there be other travel agents there? If not, it could be a great fit.

2) Attract people in, collect their contact info, maybe through a drawing, make it easy and fun to collect contact info.

Pitch your IFO (irresistible free offer), and do drawing

Have your schedule so you can book a free consultation (soon) while they're hot and on the spot

3) Have an effective follow-up system! Know, like and trust. Brides are planning way in advance. Send them ideas and get their heads on straight. Through your follow-up, you're staying top of mind, clear CTA (call to action), getting their heads screwed on straight - you've educated them on ideas, and realistic budget, etc.

The fortune is in the follow-up - Stands the test of time

Must have effective follow-up, or these shows will be a waste of time.

If you book honeymoons, destination weddings, or are just starting out as an agent, Expos and Bridal Shows can be a fantastic lead source for you. Below are proven tips for maximizing each show you do.

#1: Host a drawing!

This is the easiest way to get people in your booth and to get their contact information. You can easily make a connection with them while they are stopping by to fill out their entry form. Be sure that you disclose (on your sign that advertises your drawing) that you will be adding them to your e-Newsletter list. And of course, be sure to add them!! Give away something good! For example, a couple's massage at a local spa or a 1-night stay at a local bed and breakfast. Create a beautiful sign (the bigger the better!) that tells people about the drawing and what they get. Make sure your sign is HIGHLY visible, and that you have plenty of pens and entry forms in a handy location! We would be happy to design a gorgeous sign for you. Contact your Project Manager or the Help Desk to get a quote.

#2: Smile!

And don't sit behind your table! Push that table to the back of your booth and stand in the middle of your booth in order to welcome people in, ask them about their honeymoon dreams and desires, and invite them to enter into the drawing.

#3: Choose carefully.

If you are considering entering into a new show, one that you haven't done yet, consider calling the producer to ask how many other travel agencies will be there, how many attendees they expect, and how many attendees they had last year.

#4: Choose the location of your booth.

While you are on the phone with the producer try to negotiate a prime location. The best spots are inside corner booths, and booths facing the entrance. Those are prime real estate!

#5: Dress the part.

Wear something that you feel great in, is comfortable, and is professional. And make sure everyone who's working at your booth is dressed appropriately. Bonus points for wearing branded shirts or at least your brand color!

#6: Network!

Take an opportunity to meet the other vendors before the show (during setup). Introduce yourself and offer to help. The connections you make can be extremely valuable to your business, long after the show. The connections you make at shows are prime candidates for joint ventures!

#7: Have your schedule open and ready to book consultations!

When you book a consultation with someone, get their contact information so you can send them a reminder, or better yet, enter them into your scheduling software and it will do the reminding for you! Then write down the appointment day, time and location on the back of your business card or an appointment card. If you are hosting your consultation over the phone, indicate that you will call them.

#8: Set a goal!

Set a goal for the number of consultations you want to book and the number of attendees you want to enter your drawing (which grows your email list!). Write your goal down on paper and a couple of weeks before the show, post your goal all around your house so that you see it everyday. Visualize yourself at the show connecting with tons of dream clients and hitting your goals!

#9: Follow-Up!

Your fortune is your follow-up. How well you follow-up with your leads will make or break every event for you. It can be the difference between getting a couple of bookings and getting dozens of bookings. Your follow-up system can be mostly automated.

#10: Track your results!

You'll want to look back over the year to see which shows produced the most leads for you, and more importantly, the most paying clients for you. Then next year you'll want to book those shows again, and consider skipping the shows that didn't produce good results. Set up a Google Sheet or Excel Doc and track every show on it. On your spreadsheet you may want to also keep track of contact info and show details so that you have that info handy for next year.

PRO TIPS

Have a water bottle with you and some really easy to eat non-messy snacks so that you don't get parched or low blood sugar.

Have a bowl of organic chocolates or some other fun treat out on your table. That always attracts a crowd!

Bring PLENTY of your bookmark business cards. Fan them out on the table.