



BRINGING THE WORLD
TO AMERICA

Why Create Brand Awareness

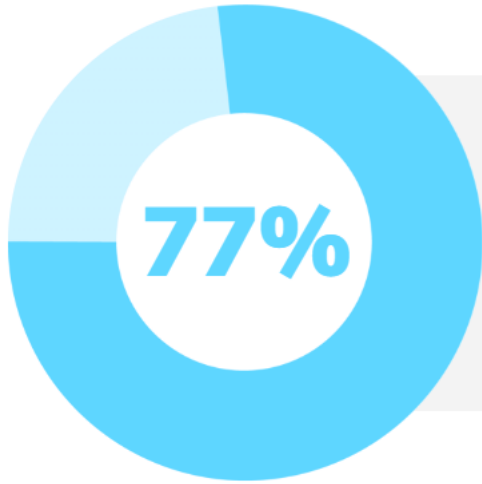
Get buyers interested pre-show

Generate Buzz

Start building trust

Build loyal following

Build Trust

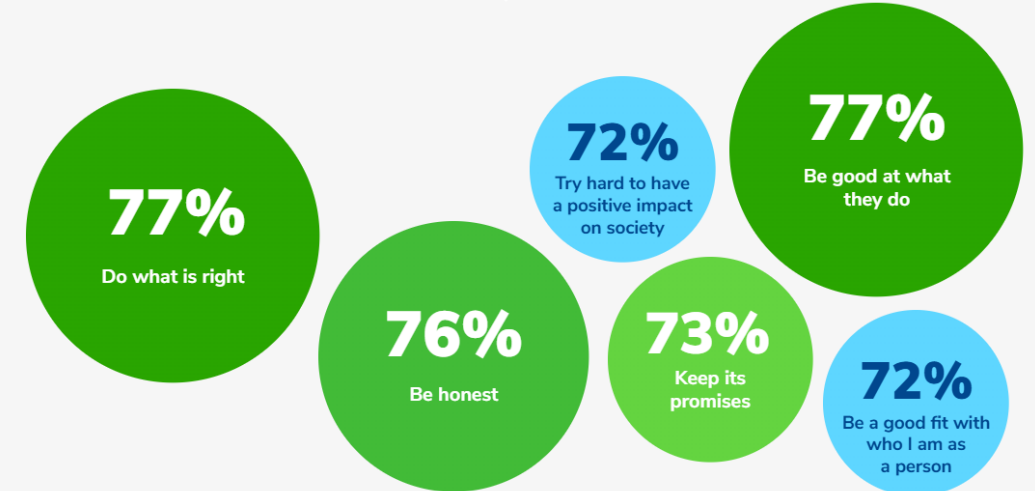


of consumers say their trust in a brand increased following an interaction with that brand at a live event.

2023 Freeman® Trust Report



Consumers trust that brands will:



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Build Trust

Length of time consumers held onto positive perceptions after attending a brand's live event:



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Positive perceptions felt by existing customers:

Attended events in the past 6 months

72%

Attended events 6 or more months ago

55%

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How to Build Brand Awareness

- Maintain a consistent **visual identity**
 - Use the same colors, fonts, patterns and imagery
 - Develop branded templates
- Develop a distinct **brand voice**
 - Clearly define your tone
 - Build a messaging guide

Calculating your social media ROI = engagement

Here are some of the key social media insights from the *Smart Marketers Guide*:

TIPS FROM THE LIBRARY:

- Update all of your social media accounts with information on your event six weeks, three weeks and one week before your event



- Listen to what attendees want



- Promote your landing page socially if it contains content covering important event-related topics



- Post expert insights and observations about the event



- Post "best of" notes, quotes & stats from educational sessions



- Implementing a point system to calculate your return on engagement is a great way to set and measure your social media goals. Your first step in creating a point system is assigning a value to each social engagement.
- Set a realistic goal – can get estimation by looking at non-event related socials and your number of followers on social media
- At the end - tally up your numbers and see how your engagement totals faired against your pre-event expectations.

Using Metrics

- If you fall short of your target, reevaluate your approach and adjust your plan for your next event.
- If you hit your number look at how you can further expand upon your success.
- If you hit well-above target, then evaluate whether you underestimated or out-performed your expectations and set loftier goals for the future.
- The numbers you generate via social media will inform you of the general interest the public has in your organization, which in turn can help you better adjust your overall event marketing strategy.

Toolkit





Recap

While social media can help organizations and individuals connect with clients and prospects, these connections are only as useful as a social practitioner's ability to translate digital connections into face-to-face realities.

The tips and tactics outlined in this webinar are designed to help you build the strongest social media foundation possible, which in turn will lead to you seeing increased return on your trade show investment.

Upcoming Key Dates & Deadlines

- March 3
 - **Housing Opens**
- March 18
 - **Booth Confirmations**
 - **Exhibitor Service Kit Live**
 - **Floorplan published**
- March 28
 - **IPW & Freeman Webinar**
- March 31
 - **Appointment Scheduling Open**
 - **100% Refund Deadline**
 - **Membership Dues Deadline**
- May 2
 - **50% Refund Deadline**
 - **Appointment Requests Due**
 - **Last day to purchase triangle banner or inclusive package**