

# CAMPING AND CARAVANNING CLUB EXHIBITIONS AND EVENTS



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- Purpose of attending exhibitions and events
- Event categories
- The Club's event objectives
- Creating and leading an Event Team
- Set-up and breakdown
- Q&A

# **CAMPING AND CARAVANNING CLUB EXHIBITIONS AND EVENTS**

## **PURPOSE OF ATTENDING EXHIBITIONS AND EVENTS**

# CAMPING AND CARAVANNING CLUB EXHIBITIONS AND EVENTS

## Permission based, face to face marketing

- People visiting an event are highly motivated and interested in the products and services on display
- Strengthen the brand
- Face to face event sales often result in stronger brand loyalty

### PURPOSE OF ATTENDING EXHIBITIONS AND EVENTS

# **CAMPING AND CARAVANNING CLUB EXHIBITIONS AND EVENTS**

## **SALES**

**PURPOSE OF ATTENDING EXHIBITIONS AND  
EVENTS**

# **CAMPING AND CARAVANNING CLUB EXHIBITIONS AND EVENTS**

## **EXHIBITION CATEGORIES**

# CAMPING AND CARAVANNING CLUB EXHIBITIONS AND EVENTS

- Exhibition/trade show
- Festivals
- Roadshows
- Conferences
- Networking
- Business dinners
- Sales presentations

## EVENT CATEGORIES









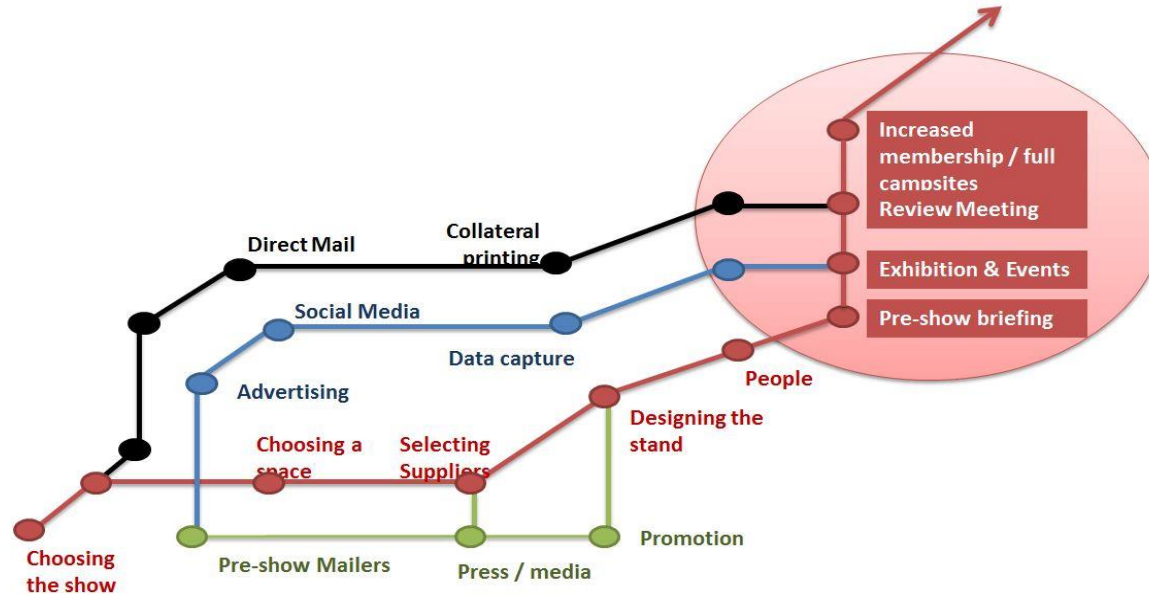




# **CAMPING AND CARAVANNING CLUB EXHIBITIONS AND EVENTS**

## **THE CLUB'S EVENT OBJECTIVES**

# CAMPING AND CARAVANNING CLUB EXHIBITIONS AND EVENTS



**THE CLUB'S EVENT OBJECTIVES**

# CAMPING AND CARAVANNING CLUB EXHIBITIONS AND EVENTS

- Increase brand awareness of the Club and its product range
- New member recruitment
- Support Club retention by reinforcing the benefits of Club membership
- Improve awareness and sales of Club products/services to existing members
- Drive member and non-member campers to choose one of the Club's many camping options
- Collect member and non-member data for future marketing purposes

## THE CLUB'S EVENT OBJECTIVES



# BRAND AWARENESS

## WE ARE THE FRIENDLY CLUB



### THE CLUB'S EVENT OBJECTIVES

# MEMBER RETENTION



## THE CLUB'S EVENT OBJECTIVES



# **CAMPING AND CARAVANNING CLUB EXHIBITIONS AND EVENTS**

## **CREATING AND LEADING AN EVENT TEAM**

# CAMPING AND CARAVANNING CLUB EXHIBITIONS AND EVENTS

- Enthusiastic and positive
- Energetic and resilient
- Knowledgeable about the Club
- Fit and healthy
- Customer focused
- Presentable

**CREATING AND LEADING AN EVENT TEAM**

# CAMPING AND CARAVANNING CLUB EXHIBITIONS AND EVENTS

- Smile
- Make eye contact
- Focus on giving good customer service
- Don't take lunch breaks on the stand
- Maintain enthusiasm
- Be approachable
- Be prepared – Take action handout
- Know your sales tools

**CREATING AND LEADING AN EVENT TEAM**

# **CAMPING AND CARAVANNING CLUB EXHIBITIONS AND EVENTS**

## **SET-UP AND BREAKDOWN**

# CAMPING AND CARAVANNING CLUB EXHIBITIONS AND EVENTS

- Kirsty Viney – Event Manager for Tier 2 events
- The exhibition unit
- Using the iPad
- Report results

**SET-UP AND BREAKDOWN**

# **CAMPING AND CARAVANNING CLUB EXHIBITIONS AND EVENTS**

## **QUESTIONS**