

Hints & Tips

FOR EXHIBITORS



**Keswick
BASE CAMP**

We're looking forward to you joining the mission exhibition at this year's Keswick Convention. Mission is one of the things that is at the heart of the Convention and we hope that it will be a year when you have the privilege and opportunity to engage and equip conventioners in mission. With this in mind, we want to provide some 'hints & tips' which may be of some help as you think through your team, display and the many other things you need to consider as you plan for the Convention.

The People Manning Your Stand

Make sure that whoever is volunteering on your stand is someone who is **happy to engage with people**. They need to be poised and ready for action and be able to catch people's eye from a distance.

Think carefully about **body language**. What would you find engaging? How can we be **approachable**? What does sitting down, grumpy face, looking bored, arms folded, moaning about the weather/the numbers of people/the music communicate to a potential supporter? Your body language needs to say **'I'm here, I'm proud to represent my organisation, I'd love to tell you more about what we do, come and chat!'**.

Additionally, please remember that the people engaging with you are choosing to, so make them feel special. Ask *them* questions! Are they having a good time? What seminars have they attended? What are they doing next? Have they heard about... would they like a sweet/go at our game/resource/to know more?

Your Stand

Chairs: Do you *really* need to sit down? For some people, sitting down is essential, but they have to work 10 x harder to engage with the public. People are more likely to engage with you if you are standing up. Can you swap your comfy armchair for a **high stool**? This keeps you at eye level and makes you appear more approachable and ready to talk. Alternatively, why not ditch the chair and make your shifts slightly shorter? Then you can have a proper break.



Tables: Tables are really handy to hold your literature and freebies. They also create a natural barrier between you and the public. Think carefully about how you use them so that you don't put subconscious barriers in that don't need to be there. Can you put it to one side or the back of your stand so you can stand beside not behind it?

Displays: Try hard not to clutter your display stand. You need a big, bold, easy to read main point on your stand that can be read from anywhere in the room. This is most effective when it's a **teaser to pique interest**. Something that grabs attention and makes someone think. It's also good to have your organisation name big and bold so people can find you easily. Don't put too much on there as people won't necessarily stop to read details. Rather, use your conversations and interactivities to carry the detail of what your organisation does instead.

Interactive and engaging elements: Think about how you can draw people to your stand. Whilst you do phenomenal things, it can be difficult to make that **eye catching** to the passer by. Think about how you can engage people, through doing a quiz, have a big prop like a plane, a challenge to complete, a time trial, a word search, kicking a football into a goal, something to make etc. If it can be seen from a distance that will help to entice people over. So, something like making your big backdrop to not only have your charity's name and logo, but also a striking question, or a selfie backdrop, or big quiz or projector screen will **draw people's attention** and give added incentive to come and talk to you. If you are planning on bringing balloons, please can we encourage you to choose balloons which won't pop too quickly. Better still, why not try to reduce your plastic waste and choose an eco alternative.

Noises: We love all things interactive, please can we ask for no overly loud items. When you have loud unexpected noises suddenly occurring it can be rather unpleasant, and reduces the welcoming accessible environment for some people. Imagine what it is like for your neighbours to try to hold deep conversation about their work with a cacophony of loud noises sounding all around them! Let's aim for interactive, but also respectful of your co-workers in Christ. Also, we all love videos on stands, they are so engaging! We'd encourage you to subtitle your videos and mute the sound or bring headphones so there isn't a battle of soundtracks happening and everyone can enjoy the venue comfortably.

Sign-Ups

Make these as **simple** as possible. Can you do it **digitally**? This reduces spelling mistakes and can include consent options for your GDPR regulations. It also means you can keep data secure, rather than the ol' pen and paper version. Additionally, please note - be very careful with how you engage people under the age of 18. **Safeguarding** extends to exhibitors too, so it is not appropriate to pressurise children to sign up to your organisation. Without parental consent, the sign up is not valid anyway, so be mindful. By all means invite children to interact on your stall - in fact, it's great to engage younger people in what you are doing - but remember that you need to be careful how you talk about what you do to this demographic. What do they need to know and see? Are your visuals appropriate?



Your Ask

What are you asking people to do on your stand? What is the most **creative, interactive, person-centred activity** you could invite them to take part in? Imagine what it is like for a delegate to walk through the room. Are they really going to stop at every stall, if everyone is poised to jump on them, asking them to sign up, support, pray for them in the exact same way? Think about what makes you distinct. Can you be more creative?

Likewise, out of respect for other exhibitors as well as the delegates, **please don't distribute flyers outside of your designated stand space**. It's not fair to turn the passageways into a 'running the gauntlet' type experience. What may seem to you like a friendly invitation in can quite easily become an intimidating situation for others. **Invite** them to your space, from your space, then allow them to choose if they want to come or not. You are not a high street charity chugger. Likewise, don't leave your literature on tables outside of your space. You may think that you're going for the opportunistic coffee browser. In reality, there isn't room for everyone to do this, and so flyers just end up on the floor or the bin. What a waste.

Give-Aways

The most effective stands are those where every little detail links into what their organisation is about. So, if you are giving freebies away, how can these be the best marketing tool for you? Do delegates need another pen? If so, can this be an eco-pen? Is there another option for giving away promotional items that are quality, tie into your theme and campaign, and are desirable to people? An example of doing give-aways well was an organisation who were working to end trafficking, so their give aways were for those who had interacted with their creative activities were Tony's Chocleoney anti-slavery chocolate bars. Desirable, tied into the theme, quality. They were one of the most popular stands in the exhibition.

Have Fun!

Make friends with the other exhibitors. See it as a **team** not a competition. Get excited about what other people are doing.

Visit and interact with the others - notice what you are engaged by. Then use this to shape your stall next time.

