

RESPONDING TO COVID-19

YOUR TRADE SHOW AND EVENT PLANS
HAVE BEEN **FLIPPED UPSIDE DOWN...**

NOW

WHAT?





FEEL LIKE YOUR WORLD HAS BEEN FLIPPED UPSIDE DOWN LATELY? US TOO!

**We've been tested, pushed, and challenged to
think differently in every aspect of our lives.**

And, as a face-to-face professional who thrives on
physically engaging with your customers, we get you.

While in-person connections are on pause, think about using
this downtime as an opportunity.

An opportunity to...

- Get inspired.
- Be relevant to your customers.
- Drive results for when we can be face to face again.



AT DERSE, WE HAVE PASSIONATE EXPERTS WHO MEET YOU WHERE YOU'RE AT AND HELP YOU MAKE THE MOST OF THIS OPPORTUNITY.

Over the last month, we've been listening to what our clients are going through.

Some of the most common scenarios and questions we've been hearing are:

- How do I connect with key customers and prospects when the trade shows and events I attend have been canceled?
- How do I leverage all of the content and resources I created for my trade shows that are postponed?
- How can I best add value to my organization while my event and trade show activity is on pause?
- How do I strategically use my face-to-face marketing budget for the remainder of the year?
- How will customer engagement evolve with social distancing precautions?
- Which trade shows should I attend in the back half of the year, and how do I create contingency plans if they get canceled?

Do any of those scenarios sound familiar?

Scroll on to see what our experts have to say about the industry shift and how to best proceed.

NOW WHAT?

HERE'S WHAT OUR EXPERTS HAVE TO SAY:

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CUSTOMER EXPERIENCE & STORYTELLING

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Our customer experience and storytelling experts transform traditional business encounters into multi-sensory experiences. We shape your ideal customer experience strategy by being precise about the emotional connections you're trying to build, and invest in the touch points to help get you there.

When live events return, the world we knew will have changed. Moving forward, everyone involved with the live event ecosystem will be challenged to think differently about things that previously were second nature, if not taken for granted.

Our storytelling gurus have been in deep dialogues with many of our clients on this very topic—proactively planning, prepping, and visioning for the post-COVID live event landscape. Here's a taste of what we've been discussing.

SITUATION

I'm not sure how to best engage with my customers at trade shows and events once they resume. How will engagement change, post-COVID?



CUSTOMER EXPERIENCE & STORYTELLING

RECOMMENDATION

Make your audiences feel safe.

How this recommendation can help you and your program:

When we begin our slow return to normal activities, we all will bring a heightened awareness to our environments. For live events, this will mean an overt, explicit, and proactive demonstration of how you are caring for your audiences' well-being. Explicitly show and tell how you are respecting hygiene and providing a safe environment. Perception will be as important as reality. Audiences will only engage if they first feel safe. Use this as an opportunity to showcase your customer service ethos.

How we recommend you get started:

Things to think about: controlled ingress and egress, directional signage / flooring, and "contact-less" engagement (read next page). Engage your Derse team to discuss how you can optimize your environment to balance safety considerations with optimized engagement.

SITUATION

I'm not sure how to best engage with my customers at trade shows and events once they resume. How will engagement change, post-COVID?



CUSTOMER EXPERIENCE & STORYTELLING

RECOMMENDATION

“Contact-less” Engagement – Plan for a “Post-Touch” World.

How this recommendation can help you and your program:

Delivering an intuitive, frictionless experience that empowers your audiences to easily engage will be critical moving forward. For the foreseeable future, our relationship with surfaces of all kinds will be different. The previous ubiquity of tablets and touchscreens at events will be incompatible with the new normal. Evolving to contact-less delivery platforms will be essential. Depending on how you craft the experience, it can also reflect your company's commitment to delivering innovative experiences.

How we recommend you get started:

While it's worth evaluating external controls (i.e., floor sensors / triggers, natural language processing, gesture-based engagement—big gestures, rather than those requiring fine-motor skills, etc.), the best answer might be to enable attendees to leverage the device in their own pockets to access in-booth content and experiences. In addition, we're also keeping a pulse on new and emerging technologies to not just deliver intuitive experiences, but elevated experiences.

SITUATION

I'm not sure how to best engage with my customers at trade shows and events once they resume. How will engagement change, post-COVID?



CUSTOMER EXPERIENCE & STORYTELLING

RECOMMENDATION

Consider if you can create demand for your experience, if “supply” is limited.

How this recommendation can help you and your program:

When live events return, we're anticipating associations and large event organizers encourage best practices by putting limits on the number of people who can gather at a given time. With limited supply comes increased demand. Can you offer “exclusive” access to your most important audiences by giving them priority in reserving time with you? Can you make their lives easier by allowing them to plan their schedule? Can you create (and subsequently promote) an elevated (yet safe) experience to increase buzz and demand?

How we recommend you get started:

Identify your most important audiences, and consider strategies to offer them prioritized / exclusive access to your experience. By controlling audience size, you can deliver a more curated and customized experience for your attendees / audiences. Things to think about: consider approaches to make your most important audiences feel special via priority access; how can you craft elevated experiences to drive resonance in the moment, and memorability after the fact.

SITUATION

I'm not sure how to best engage with my customers at trade shows and events once they resume. How will engagement change, post-COVID?



CUSTOMER EXPERIENCE & STORYTELLING

RECOMMENDATION

Consider the hub & spoke approach.

How this recommendation can help you and your program:

Moving forward, attendee participation and ultimately the success of any event, will depend on making audiences feel safe to attend and participate. As a result, single, large event venues may not immediately return across the board. In the hub & spoke method, intimacy and scale come together in a cohesive way by using live and digital tools, and relying on local activations to coordinate national or global initiatives.

The main hub serves as the nucleus or home-base for keynote speakers and leaders of the event / conference (no more than 100 attendees, for instance) and the spokes are represented by multi-city and multi-venue gatherings (10-50 attendees per venue). These multi-city / multi-venue smaller gatherings interconnect with the main hub and interact as a unified whole. This localized approach also advocates for infusing hyperlocal, unique elements that are personalized to the location where the attendees are experiencing the event.

Virtual / digital bridges will connect the audience, whether they are live at one of the many venues or connecting via their couches at home. Speakers could use tools such as emotional recognition technology to read the room and react accordingly. Connect groups separated by distance with consistent branding and messaging as well as creating shared experiences. For instance, turn food and beverage offerings into an engaging AR-enhanced experience.

This method offers scale while creating intimacy, connectedness, and safety.

SITUATION

I'm not sure how to best engage with my customers at trade shows and events once they resume. How will engagement change, post-COVID?



CUSTOMER EXPERIENCE & STORYTELLING

RECOMMENDATION

Consider the hub & spoke approach.

How we recommend you get started:

Things to think about: how is your organization / community positioned (geographically and culturally) to explore a connected, hub & spoke approach? How can you craft hyperlocal experiences that make your audiences feel safe and welcome, while delivering an experience that is resonant in the moment and memorable after the fact? Consider approaches to make your most important audiences feel special via priority access; how can you craft elevated experiences to drive resonance in the moment, and memorability after the fact.

SITUATION

Since I'm not attending shows for the foreseeable future, until large gatherings resume, what is my new normal? What can I do in the meantime?



CUSTOMER EXPERIENCE & STORYTELLING

RECOMMENDATION

Schedule a lunch & learn with your agency partners.

How this recommendation can help you and your program:

Our customer experience & storytelling team (whose mission is to help our clients tell their best stories as engagingly as possible) is always looking for an excuse to share what's inspiring us. We're available for lunch & learns, trends shares, and excerpts from conference and workshop sessions. There's only one catch: we, in turn, will ask what's inspiring you. So, don't think of it as a one-way presentation; think of it as a chance to catch up, to share and compare notes with fellow treasure hunters. This method offers scale while creating intimacy, connectedness, and safety.

How we recommend you get started:

Brainstorm some of the topics you're curious about regarding face-to-face marketing, experience design, brand storytelling, emerging trends, and more! We love the opportunity to dig-in (to lunch AND learn) with you, and help you tell your best brand story.

I want to attend a Derse Lunch & Learn!

Visit our [customer experience page](#) or get inspired with our [client work](#) and [thought leadership](#).



DESIGN

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Our in-house team of architectural and multimedia designers immerse themselves in your brand and develop creative solutions that are purposeful and results-driven.

Our creative teams have been hard at work brainstorming what the future of trade shows and events might look like. Here's a peek at some of things we have been thinking about.

SITUATION

I'm not sure how to best engage with my customers at trade shows and events once they resume. How will exhibit design change, post-COVID?



DESIGN

RECOMMENDATION

Control the traffic flow.

How this recommendation can help you and your program:

When live events and trade shows ultimately make their return, we will rely heavily on show organizers to provide a sense of safety and security to exhibitors and attendees alike. Disinfecting tunnels, temperature checks upon venue entry, larger or unidirectional aisles, and limited show occupancy could become the norm for a while.

With the return of trade shows and events there will have been a seismic shift in terms of how audiences seek and engage with the overall physical environment. Attendees will be looking for ways to connect that are more streamlined and effortless than in the past, and your exhibit design and layout can help.

SITUATION

I'm not sure how to best engage with my customers at trade shows and events once they resume. How will exhibit design change, post-COVID?



DESIGN

RECOMMENDATION

Control the traffic flow.

How we recommend you get started:

Select the right space. Consider wider inline or peninsula configurations when selecting the space for your upcoming event. This will allow your staff to more easily engage with attendees as they enter the space at controlled access points.

Consider using directional signage – visual markers with the right mix of subtle and obvious queues can help to guide attendees through the space. You might also consider using a one-way traffic flow by creating separate egress points within your exhibit. Consider the story being told and work with our team to craft a customer journey that guides attendees along the desired path.

You'll also have to consider limiting overall occupancy in the space in order to adhere with physical distancing practices as part of the "new normal." This will apply to booth staff as well as show attendees. These additions have already proven effective in essential businesses such as grocery stores. Attendees are already getting conditioned for this shift.

Lastly, due to expected attendance restrictions at trade shows and events, you may want to consider only sending personnel who are critical to the success of the show.

SITUATION

I'm not sure how to best engage with my customers at trade shows and events once they resume. How will exhibit design change, post-COVID?



DESIGN

RECOMMENDATION

Make your commitment to health and safety a priority that everyone can see and understand.

How this recommendation can help you and your program:

As we begin to emerge from the safety of our homes we will be hyper sensitive to how we begin to engage our surroundings. The process will be slow and we will look for demonstrations that our health and safety are being taken into account in every deliberate action we take. As that translates into the live event space, trade show and event organizers will need to go out of their way to show attendees they are taking this into consideration. We will all need to know the health and safety of everyone is their top priority.

SITUATION

I'm not sure how to best engage with my customers at trade shows and events once they resume. How will exhibit design change, post-COVID?



DESIGN

RECOMMENDATION

Make your commitment to health and safety a priority that everyone can see and understand.

How we recommend you get started:

Be obvious in the way(s) you are demonstrating best hygiene practices in your environment. Prominently display hand-sanitizing stations and do away with the handshake as a greeting.

When it comes to crafting the physical environment we're looking for smart ways to adhere to social distancing without compromising the overall functional aspect of the space. Consider incorporating back-to-back demos versus side-by-side. Or where needed, look at the possibility of creating a natural physical barrier between attendees and booth staffers. Contact-less engagement, where possible, will replace our love affair with touch screens in the near term. Flexible theater areas appeal to larger audiences, but will be deployed with individual seating options allowing for adequate separation between presenter and attendee.

With regard to building or adapting your environment, consider incorporating:

- Non-porous materials that are easy to clean within high-touch areas.
- Vinyl flooring that is easily cleaned and maintained throughout the show versus carpet that may trap and retain germs.
- Smooth, durable surfaces like laminates, acrylics, and plastics will be more prevalent versus heavy textures that may be hard to clean.
- Rental leather or vinyl furniture, instead of fabric.
- A thorough booth cleaning every morning with UV LED light.

To learn more about how we are supporting the fight against COVID-19, read our [blog post](#).



EVENT PRODUCTION

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Our event team is comprised of detail-obsessed production wizards who help our clients identify (and bring to life) the most valuable and unique touch points for their brand. Their ultimate goal is to create and extend engagement between brands and their customers.

Have you been thinking about pivoting to virtual experiences? If so, we've been working on some solutions that can help you.

SITUATION

**My exhibit design already exists
but my show was canceled.**



EVENT PRODUCTION

RECOMMENDATION

**Create a virtual exhibit that leverages
your already-designed assets.**

How they can help you and your program:

Using your existing three-dimensional design renderings, we can produce a virtual exhibit. You'll invite leads from your CRM system or the conference or trade show registration list and personally invite them to view your booth virtually on a custom micro site. We can upload your existing content (videos, product images, PDFs, and other sales materials) so you can communicate your messages to visitors. It's much more interactive than directing prospects or customers to your website. Add viewer interactions such as games, surveys, polls, or links to social media. Virtual exhibits can be self-guided or we can provide a digital or audio hostess to guide viewers through the space to ensure your message or product is viewed. Best thing... each viewer is registered and signs in so you can track all your leads. A simple download later and you have all your leads that can be uploaded into your CRM.

How we recommend you get started:

Gather the information on your objectives for your missed show, then reassess who you're trying to reach and why. Do you need to connect with existing customers more than prospects? Think about what other assets might already exist that you can leverage in your virtual exhibit like product videos, hero messages, content from your website.

SITUATION

**My live event was canceled.
How do I still deliver the message?**



EVENT PRODUCTION

RECOMMENDATION

**Deliver a live virtual event to your audience
with real-time engagement and measurement.**

How they can help you and your program:

If your live product launch, press conference, or branded event was canceled, virtual events can offer similar opportunities to get your message to your target audience. Depending on the comfort level of your presenters, you can bring your exciting news to viewers in a variety of ways. For example, if your C-level executives are comfortable communicating in real time, they can present the announcement from their home offices. If your speakers need more practice, the message can be filmed against a green screen and recorded ahead of time.

Also consider how to engage participants before, during, and after the event. Send physical event kits to participants in advance to get them excited with swag or pre-event touch points. Integrate live engagements like Q&A polls and social interaction during your announcement to get the audience involved. Just for fun, in the invite, ask participants to have a beverage of their choice in hand to toast the important announcement. Standby for a virtual toast!

How we recommend you get started:

Dive into how you were planning to launch your product or announcement in other channels (such as social media, email, and on your web site) and pull together assets that will translate best to a live virtual event. If you need to have C-level or subject-matter experts involved in the event, check their schedules to ensure they're available on your planned event date and get them prepped to deliver an outstanding and engaging announcement, virtually.

SITUATION

**My live event was canceled.
How do I still deliver the message?**



EVENT PRODUCTION

RECOMMENDATION

**Take your full-scale conference virtual and
create moments of education and sharing.**

Some of the largest conferences are going digital—partially or completely—for now. Moving audiences to virtual conferences can help with social distancing, but it can even make the audience more accessible. When the need for significant social distancing lessens, events and conferences may become hybrids and integrate virtual and live aspects. Large or small conferences can go virtual, but we need to think about the execution steps a little differently.

How they can help you and your program:

You can move nearly any conference element to a virtual setting. Through a variety of online platforms, your full-fledged digital conference can be complete with registration, lobby, general sessions, break-out rooms, and exhibit hall. Your viewers will almost feel like they are back at a convention center. Your virtual site allows you to share important content via webinars, live streaming, or pre-recorded video with or without moderators and audience interaction. Live streaming also allows you to connect with the audience with polls, chat boxes, surveys, or Q&A.

SITUATION

My live event was canceled.
How do I still deliver the message?



EVENT PRODUCTION

RECOMMENDATION

Take your full-scale conference virtual and
create moments of education and sharing.

How we recommend you get started:

Think through some of these questions: What kind of experience are you hoping to deliver? Will this event be live, on-demand, or both? What is the best date and time for your conference? How will we promote this conference?

Crack open your binder or dig into your files. Pull out the visuals of what the conference was going to look like. This can form the basis of your virtual event space. Look at your intended speakers and their content. Is it still relevant? If so, check their schedules for availability. You may need to do some re-working, but much of what you were planning can still be accomplished virtually.

Visit our dedicated [virtual experiences page](#), and call our team to learn more and demo the possibilities.



STRATEGIC SERVICES

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Our strategic services team is here to keep you on strategy, at optimal performance, and well-informed about how and where to achieve quantifiable success in your face-to-face marketing efforts.

Here are a couple ways to take a strategic approach to assessing what comes next and how to plan for the rest of the year and moving forward.

SITUATION

The trade shows my company was going to exhibit at in Q1 and Q2 were canceled. Which shows should I plan to attend in the back half of the year, and what is my investment strategy?

STRATEGIC SERVICES

RECOMMENDATION

Shift sponsorship budgets to remaining shows.

Have you seen the footage of the penguins at [Shedd Aquarium in Chicago](#)? With the aquarium closed, the penguins explored uncharted territory being a little unsure of next steps. You can't help but smile at the notion of the penguins waddling past the information desk, cautiously, yet curiously.

The current work environment is pretty similar for a lot of us: examining situations we didn't think were possible while being physically distance from the peers and partners that can help us make sense of it all. If you're re-evaluating your trade show plans right now, performance data and experience are key resources to leverage. But if you're short-staffed, or pulled in a variety of directions, you could be in short supply of both. Using consultative experts who can advise you through trade show modifications is key in making informed decisions in today's environment. We're here to help if you need us.

How it can help you and your program:

We recently completed a sponsorship investigation report for a client that included a review of almost 100 shows across the global landscape with scheduling and budget considerations throughout. We were able to save them \$13,000 per year in booth space by actually recommending six additional shows they should be attending to better meet objectives. Overall we measurably helped align their trade show strategy while increasing brand awareness.

By working with our strategic services team on a [portfolio planning exercise](#), we can help you make informed decisions by showing what promotions, events, and keynotes align with your primary goals and capitalize most on the audiences you want to meet with, virtually.

SITUATION

The trade shows my company was going to exhibit at in Q1 and Q2 were canceled. Which shows should I plan to attend in the back half of the year, and what is my investment strategy?



STRATEGIC SERVICES

RECOMMENDATION

Shift sponsorship budgets to remaining shows.

How we recommend you get started:

First, pull together a list of shows from the last two to three years. Include information on the number of attendees, booth size, sponsorship investments, and leads. Assemble your core marketing objectives for attending trade shows. Do they differ from show to show or by business unit? Document it all. Then organize by how well they each fit with your marketing objectives. Also, consider connecting with your sales team to understand what critical clients expect at certain shows or which segments of the business would see the most reduced prospecting if you remove particular shows from your schedule.

SITUATION

The trade shows my company was going to exhibit at in Q1 and Q2 were canceled. Which shows should I plan to attend in the back half of the year, and what is my investment strategy?



STRATEGIC SERVICES

RECOMMENDATION

Modify trade show and event goals for the rest of the show year.

How it can help you and your program:

Your company's customer engagement strategies may be shifting in response to stay-at-home orders and future social distancing mandates. Those strategies could impact your ability to reach priority target audiences at previously planned trade shows and events. Establishing new KPIs that reflect any changes to your sales and marketing goals will help you decide which trade shows or events you should keep in your portfolio this year. We can work with you to understand what opportunities have been lost due to canceled shows and how we can best capitalize on the remaining schedule. We'll also help you take into account how to mitigate risks with smaller sponsored events, round-tables, or roadshows in the future.

How we recommend you get started:

Look at your show schedule and examine the leads you've collected at these shows for the last year or two. It's important to review exactly what audiences you have connected with, based on titles, purchase influence, and industries, to identify gaps in your annual program pipeline that have been created due to cancelations. This helps to set the framework for making recommendations on supplemental activities like new shows, private events, mobile tours, etc. If you're feeling stuck, our program strategists can help you dig in.

SITUATION

I've been asked to pause on all program activity. What can I do to fill the time?



STRATEGIC SERVICES

RECOMMENDATION

Analyze performance at past shows.

How it can help you and your program:

Emphasizing the value that was generated at past shows will help set the baseline for how to adjust goals and expectations for the rest of the year. Our process for doing such work is to provide a post-show results report from previously held shows where lead capture data was obtained. Not only can the value of the program be highlighted, but the planning that went into it will underline the results. Plus, we can identify the most critical audience profiles to focus on for the remainder of the year.

Analysis like this can also help your staff to follow up with clients in a more meaningful way, by prioritizing those with the most critical needs and highlighting the leads in industries who have been most affected by recent events.

How we recommend you get started:

One goal of this process would be to establish a lead ranking system to show the return on investment of leads. Looking at the size of opportunity, business units involved, decision making authority, and timeline of follow up could all factor into gauging the significance of the program's performance. Furthermore, quantifying the total impact of activities like scheduled meetings, VIP events, or networking leads can help paint the picture of program importance.

Assemble last year's show list with corresponding objectives and the number of new customers or qualified leads you secured at each show. Include any post-show notes or documentation you may have assembled that can provide you with data to set these baselines moving forward.

Visit our [strategic services page](#) to learn more or get inspired with our [thought leadership](#).



SALES

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As we think about the future of trade show and event marketing, we must also consider the sales process—because after all, companies invest in events to connect with potential customers and move business forward (or in other words, increase sales). As social distancing has become the new norm, naturally we’re exploring new ways to overcome the physical barriers between us through methods we hadn’t previously considered.

Sales teams are working on ways to connect with their prospective customers in a personalized way digitally, instead of face to face. Our teams are essentially re-visiting the door-to-door sales model but in this case, they are working on how to bring relevant experiences and information to their audiences’ digital doorsteps.

SITUATION

My sales leaders are pushing me to figure out how to engage with customers when we can't be face to face.



SALES

RECOMMENDATION

Look at the collaboration process between your sales and marketing teams, and evolve the role trade shows and events play in advancing sales.

How it can help you and your program:

Giving your sales leaders a voice in the strategic approach to your trade show and events program will naturally lead to better collaboration, better solutions, and better results. In fact, we've seen the most successful trade show programs evolve from the collaboration between sales and marketing teams. When the two teams are in alignment, they can create a comprehensive experience where marketing functions can bring to life the most relevant brand message for the target prospects that are most important to the sales team.

SITUATION

My sales leaders are pushing me to figure out how to engage with customers when we can't be face to face.



SALES

RECOMMENDATION

Look at the collaboration process between your sales and marketing teams, and evolve the role trade shows and events play in advancing sales.

How it can help you and your program:

Sales leaders can educate marketing teams on how to best showcase products or services to specific audiences. There are many nuances to how audiences learn, engage, and select vendors – and your sales team has the hands-on experience to identify and support those nuances:

- Some products / services are best demonstrated in active scenarios (live demonstrations, animated features) while others necessitate a more passive approach (white papers, group presentations).
- Some decisions are made on a one-to-one level (final decision maker) while others are made in a tiered group process (tacticians, influencers, and final decision-makers collectively deciding).
- Some target audiences are easily accessible (major distributors or retailers) while others are more localized (independent retailers or specific prescribing physicians).
- Sales strategies themselves even differ in relationship transfers (cold calls transfer to regional sales representative) versus relationship builders (sales executive to make initial contact, identify challenge, assemble subject matter experts, and transition into contract negotiators).

SITUATION

My sales leaders are pushing me to figure out how to engage with customers when we can't be face to face.

RECOMMENDATION

Look at the collaboration process between your sales and marketing teams, and evolve the role trade shows and events play in advancing sales.

How we recommend you get started:

Think of your exhibit or event as a selling environment in which the entire experience is choreographed to have the ideal sales conversation. What role(s) does each target audience have in the decision-making process and what information / experience do they need to advance their decision? Investing the time to understand each sales stage and what actions are needed to progress the sale will empower you to clearly identify / advance how you engage your target audiences on a personalized level, in this new era of hybrid and digital trade shows and events.



MARKETING ENVIRONMENTS

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Marketing environments serve as an opportunity to use your place of business to tell your brand story, inspire customer engagement, and infuse branded moments at every touch point. Types of marketing environments include: briefing centers, innovation center, product showcases, lobbies, showrooms, product showcases, and branded environments.

With traditional in-person visits to customer centers being scaled back or going virtual, our environments team is working on ways to ensure you're still delivering key messages.

SITUATION

We've started doing more virtual briefings but the customer experience doesn't have the same "pop."



MARKETING ENVIRONMENTS

RECOMMENDATION

Reassess your customer journey for hybrid briefings.

Here's what you can do now:

Travel restrictions and limitations on gatherings will eventually pass; however, the way we have adapted to doing business may not go away for a while. Briefing programs within your visitor centers or company headquarters will become "hybrids" – a combination of face-to-face and virtual visits. Companies will need to develop capabilities to deliver their physical brand experiences in-person and virtually.

How we recommend you get started:

Let's look at your current customer journey at your place of business: what are the key messages you deliver and how are they delivered? Are there immersive experiences or tactical components within your innovation or briefing center that will need to be virtual? What engagements exist that could be leveraged for a virtual experience? What hybrid elements might need to be created to blend the two experiences?

SITUATION

My customer briefings are on pause and we're not ready to implement them virtually.



MARKETING ENVIRONMENTS

RECOMMENDATION

Harmonize your brand messaging and content across your trade show and marketing environment.

Here's what you can do now:

While you may be working in "pause mode," so are your trade show management co-workers. Take this time to connect with them to harmonize your marketing environment with your trade show program. Now is the time to create a partnership with your trade show counterparts to foster understanding, alignment, and strategic guidance to ensure maximum effectiveness for each program.

How we recommend you get started:

Schedule a virtual meeting to discuss and share ideas and best practices. What are you each doing pre-, at-, and post-visit? Whether it is on the trade show floor or in a briefing, work together to develop a comprehensive and cohesive customer engagement strategy that will enhance the visitor's experiences. Discuss sharing content or interactives and talk about how you could share costs on reduced budgets. Align the experience strategy with your brand positioning to ensure current and consistent messaging across your marketing environment and the trade show program.

Visit our [marketing environments page](#) and check out two projects we are particularly proud of: [Carrier](#) and [Sprint](#).

**WHILE THIS WORLDWIDE OBSTACLE HAS
STOPPED US FROM GETTING FACE TO FACE,
THAT DOESN'T MEAN YOU SHOULD STOP
ENGAGING WITH YOUR CUSTOMERS.**

No matter how you approach your face-to-face marketing during this time, it will still be a pivotal piece of your marketing plan. We're here to help you continue to tell your brand story, connect with your audience, and make meaningful business connections that will drive your business forward.

To learn more, continue to follow us at derse.com and [subscribe to our newsletter](#).

Email us at content@derse.com to continue the conversation.



A photograph showing the backs of two people with their arms raised and fists clenched, suggesting a protest or a moment of solidarity. The person on the left has long blonde hair and is wearing a dark green jacket. The person on the right is wearing a black jacket. The background is blurred, showing an outdoor setting with some greenery and a building.

EXPERIENCES MATTER

Exhibits Events Environments

derse.com