

# Prepare to exhibit

TEN TIPS TO MAKE THE MOST OF YOUR PARTICIPATION IN



## 1- Prepare a clear strategy for the fair

Make sure your reasons for exhibiting at the event are clearly defined: to position your brand, to attract new clients or members, to make contacts, to build partnerships or collaborations, to identify potential new projects, etc. Always keep your target audience in mind: members of the international community in Barcelona (who have just arrived or been here for a while).

*Tip: Set specific, realistic goals: they will help you to define the best strategy.*

## 2- Plan your communication

Ask the organisation for materials from the **Barcelona International Community Day** marketing and publicity campaign. We are preparing digital and printed flyers, banners for your website, GIFs and other creative content for social media, posters, etc. These materials will help you to let your customers and contacts know that you are taking part and to maximise your impact at this city event. This is the event website: [barcelona.cat/internationalcommunityday](http://barcelona.cat/internationalcommunityday).

*Tip: Carry out marketing activities before, during, and after the fair by sending out mailshots, communicating via social media, etc.*

## 3- Get familiar with the characteristics of your stand and personalise it

Get to know the characteristics of your stand and ways in which you can 'dress' it, with vinyl displays, roll-ups, and posters. You can also consider having a screen, if you have attractive videos or audiovisual material to show.

*Tip: Create materials advertising and promoting your organisation to personalise your stand, so that it communicates your brand and the differential value of your services, products, or initiatives.*

## 4- Create your own materials to give out at your stand

Prepare plenty of leaflets, cards, and merchandising items to give out at your stand. Make sure they are attractive and put across key information about your organisation.

*Tip: Leaflets or small items visitors can take away are the best option. Ensure you put them in a visible, accessible spot on your stand.*

## 5- Organise the setting-up and dismantling of your stand

Apart from marketing and merchandising materials, you are likely to need other things. You can send it all the day before in boxes clearly labelled with the name of your organisation and your stand number. Make sure you plan how to pack up your materials when the fair ends.

*Tip: Follow the setting-up and dismantling instructions and times provided by the organiser*

## 6- On the day of the event, arrive early

On the day of the event, ensure that the people running your stand arrive early enough to familiarise themselves with the location of your own stand, neighbouring stands, the exhibition space, and communal areas in the fair. Everything must be ready before doors open to the public.

*Tip: Arriving early means you will be ready for the very first visitors and institutional visits.*

## 7- Get your team involved

Select the members of your team with the best sales or interpersonal skills to run your stand and motivate them to get involved in the event. They should be well informed prior to the event and even take part in advertising activities.

*Tip: Your team could wear similar clothing or a badge for the occasion.*

## 8- Actively invite visitors to participate

Don't just stand around: greet people and invite them to take a look at your stand. Attract visitors without overwhelming them. Organise some sort of activity at your stand that catches people's attention or encourages them to participate or interact.

*Tip: Preparing some sort of game, challenge, or prize draw is a great way of gathering data from visitors.*

## 9- Make sure there is always a team member at your stand

There must always be at least one person at your stand to greet curious visitors, strike up conversations, and answer questions.

*Tip: A manned stand encourages people to approach it; an empty stand can seem invisible to visitors.*

## 10- Interact with the promoter's social media

Barcelona International Community Day shares communication channels with [Barcelona International Welcome](#), which offers content throughout the year. Make sure you follow these accounts to access a rich source of contacts in the international community in Barcelona and keep up to date with all activities, resources, and opportunities.

*Tip: Engage with the event's social media, follow it on [Instagram](#) and 'like' its posts, make sure your organisation follows the event's [LinkedIn](#) account, join the community, and receive the event [newsletter](#).*

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As well as a packed schedule of activities throughout the day, **Barcelona International Community Day** offers an exhibition space with different types of stands for companies, institutions, schools, and associations.

It is run by **Barcelona City Council**, with organisational support from the company **Both**. Exhibitors should direct any queries they may have to: [barcelonainternationalday@weareboth.com](mailto:barcelonainternationalday@weareboth.com).