



# GUIDE TO EVENT MARKETING



## TOP TIPS FOR SUCCESSFUL EVENT MARKETING

Trade shows, conferences & consumer events are a great way to promote your brand, make new contacts and drive sales. But they can be expensive, so start planning as soon as you register to make the most of your marketing budget. There are many elements to a successful show, so it's vital to get organised.

**Here are our top tips to help you prepare and get the most from your next promotional event:**

### MARKETING

- **Start marketing as soon as you register** - let customers and leads know when and where to find you. Blog about it, send a tweet using the show's hashtag or Twitter handle and send a newsletter to your list.

As the show date approaches, do this again! People often need reminding and only take action as the due date approaches. It will also help you reach potential customers as they search for news about the show as the opening date comes closer.

- **Set objectives** – think about what you want to achieve. Do you want to come away with X amount of sales, X amount of leads to follow up, increase brand awareness? Set some objectives now, then work out what you will need to do in order to achieve them.
- **Promotional items & literature** - these are a must for most trade shows. They help to brand your stand and give customers something to take away and remind them of your business.

Promotional carrier bags are ideal for holding branded goodies and marketing material. You can also send staff away from the stand and out into the show to hand out goody bags to alert delegates to your presence.

If you are using promotional bags, catalogues and leaflets you must ensure that you leave enough time to get these produced and delivered on time for the event. Lead times on promotional items like bags and catalogues can be up to 6-10 weeks, so make sure you leave enough time to organise these!

- **Staff & Training** - are your staff prepared to represent your company? Make sure they are on brand, engaging and confident in getting your message over. First impressions count so if need be, role play before the event to train staff. Make sure they know what to do and what not to do!
- **Research your competitors** – trade shows are a great place to take a sneaky peek at what the competition is up to! Take a look at their stand to see what they are offering and how they are marketing their business. If they seem busier than you, why? What are they doing that you aren't? Talk to your visitors, try to find out. (This also works the other way – what are you doing right that your competitors aren't).



**BAG YOUR BRAND WITH  
SMARTBAGS.CO.UK  
CALL US ON + 44 (0)20 8242 4468  
TWITTER @SMARTBAGS**

## TOP TIPS FOR SUCCESSFUL EVENT MARKETING

### STAND DESIGN

- **Be practical about stand design** - do you need a TV monitor, sound equipment, storage space or electricity points? Do you require seating for visitors? Your requirement will depend on the size and scale of your stand and your marketing objectives for the day.
- **Make sure your stand looks good and is on brand** – nobody will be impressed with an untidy, unkempt stand. Shows & events are an expensive investment so make sure it is well-designed and tidy. Make sure your business name and brand is prominent so visitors can find you and remember you after the show.

### SALES

- **Capture information** - time will be valuable so don't waste it spending to long talking to one person and missing other potential customers. Talk, take details and tell them how you plan to follow up – then move on and keep meeting people. Make sure you have a process in place for capturing the data you need to follow up.
- **Follow up strategy** - the key here is to follow up in a short time frame from the event date so the day is still fresh in the customers mind. Communications should be appropriate and consistent with your brand message on the day of the show.

Some leads may be hotter than others, so you might want to prioritise follow-up on these. Make sure you don't leave them waiting too long and turn them into cold leads!

Have your follow-up strategy in place before you attend the show. Will you call or email leads? Will you add them to your newsletter list? How long after the show – 3 days, a week? Will you have a special offer especially for show attendees and if so, when does the offer expire? Think about what works best for your business and customers.



**FOLLOW THESE TIPS TO GET AHEAD OF THE COMPETITION AT YOUR NEXT EVENT.**

**BAG YOUR BRAND WITH  
SMARTBAGS.CO.UK  
CALL US ON + 44 (0)20 8242 4468  
TWITTER @SMARTBAGS**

## EVENT ORGANISERS GUIDE TO EVENT BAGS

### PROMOTIONAL BAGS ARE PERFECT FOR:

- Trade shows, exhibitions & conferences
- Launch parties & events
- Charity fundraisers & events
- Consumer shows
- Fresher's week
- Sporting events
- Product launches

### THE BENEFITS OF USING A BRANDED PROMOTIONAL BAG:

- Attract attention
- Tempt visitors with a freebie
- A blank canvas for your marketing message
- Advertises your brand after the event and will act like a walking billboard each time it's reused

**But which bag should you choose? It may depend on which type of event you are attending and who you are marketing too.**

### TOP 3 MOST POPULAR EVENT BAGS:

#### THE PROMOTIONAL TOTE BAG

It's one of most popular bags – here's why:

- Tote bags provide an economical option as one of our lower-cost promotional bags.
- Make your brand and marketing messages stand out with 100% print coverage in full colour on all 4 sides (including the gusset).
- Made from eco-friendly recycled plastic but has the feel of a textile fabric.
- Can be customised with different colour piping, length of handle and add ons such as zips, name tags and poppers.
- Branded tote bags make excellent goody bags and are a sought after giveaway item, particularly when filled with extra treats.
- Perfect size for reused on shopping trips, gym trips etc.



**Ideal for: Trade shows, exhibitions, consumer shows, goody bags, charity events & fundraisers**

**BAG YOUR BRAND WITH  
SMARTBAGS.CO.UK  
CALL US ON + 44 (0)20 8242 4468  
TWITTER @SMARTBAGS**

## EVENT ORGANISERS GUIDE TO EVENT BAGS

### TOP 3 MOST POPULAR EVENT BAGS:

#### THE MESSENGER BAG

- Ideal for conferences – bags are light and flexible with a wide pocket for a brochure or A4 documents.
- Perfect for trade shows that include learning sessions & seminars to hold delegates notes and handouts.
- Made from non-woven, you won't find a better fabric to print on. Recreate intricate designs in full colour – let your imagination go wild!
- Great for events such as freshers week and promotional activities by educational establishments. Perfect for students to reuse to carry books and study materials.



**Ideal for: Conferences, trade shows & exhibitions, universities & educational establishments**

#### THE DRAWSTRING BAG

- Backpacks are popular for events targeted at children, sporting occasions and the leisure market.
- Ideal for children to carry their gym kit and supplies needed for field trips and after school activities.
- Larger backpacks are perfect for use as a shoe bag, sports kit, carrying laundry, camping and other leisure activities.
- Available in rPET (the fabric made from recycled plastic bottles), nylon and Non-woven PP.
- A cost effective choice of bag - lightweight and easy to fold up and carry with you. Fully reusable and water resistant.



**Ideal for: Sports clubs, organisations & events, universities & educational establishments, children's events**

**BAG YOUR BRAND WITH  
SMARTBAGS.CO.UK  
CALL US ON + 44 (0)20 8242 4468  
TWITTER @SMARTBAGS**

## CASE STUDIES: SMARTBAGS EVENT BAGS

### 1. PEACHES & CREAM

“ I ordered my bags for a trade fair. In the past I’ve always found other event bags useful but somewhat dull to look at! I thought it would be great to design them in a way that captures the branding magic that makes Peaches & Cream so successful.

I came across Smartbags online, and was drawn to their simple, modern and informative website. I found it hard sourcing a bright pink bag, but Smartbags created exactly what I wanted. The price was great and the creative options unlimited.

At the trade fair I had people queuing for the bags, I had to stagger giving them out, otherwise they would have all gone in half an hour! We were the envy of all the other exhibitors - the exhibition was just a sea of our pink bags! After the event the feedback was immense. I received many enquiries from people that had seen the bags around Liverpool town centre!

The bags were a great success, and I would definitely recommend them for promoting your brand. ”

Kate, Peaches and Cream  
[www.fabulousmakeup.co.uk](http://www.fabulousmakeup.co.uk)



#### PRODUCT INFORMATION

Product: NW-TTL-10  
 Style: Jumbo Tote Bag  
 Material: Non-woven  
 Size: [H]50cm x [W]60cm x [D]16cm  
 Features: Perfect for carrying large items. 100% print coverage on all 4 sides  
 Link: [Jumbo Landscape Bag](#)

### 2. ECONOMY CAR HIRE

“ We would definitely recommend Smartbags. We came to them with very specific requirements and a tight deadline. They were very helpful and understood that the bags were the key component of the goodie bag that we were offering at World Travel Market 2014. The bags themselves looked great and were very eye catching, just what we needed at a travel trade show. We would not hesitate to recommend their services. ”

Rory Sexton, MD, Economy Car Hire  
[www.economycarhire.com](http://www.economycarhire.com)

Tote bags make ideal goodie bags as they are big enough to hold other promotional items. Economy Car Hire chose a branded to-do list, pen, mouse mat, 2015 calendar and a bag of sweets to fill their goodie bag. A durable, hard-wearing bag that people could reuse after the show.



#### PRODUCT INFORMATION

Product: NW-TTS-02  
 Style: Tote Bag  
 Material: Non-woven  
 Size: [H] 35cm x [W] 30cm x [D] 7cm  
 Features: Our lowest cost promotional bag. Design add-ons available  
 Link: [A4 Promotional Tote Bag](#)

## CASE STUDIES: SMARTBAGS EVENT BAGS

### 3. START SMART

“ Working with Smartbags has been a smooth and enjoyable process. The team were really helpful at all stages from the initial conversation, to the design right through to the delivery. The print quality was excellent, ensuring a bright, eye-catching and memorable piece of transportable marketing. We love our ‘Start Smart’ Smartbags! ”

Rosie Rawlins, Start Smart  
[www.startsmartuk.com](http://www.startsmartuk.com)

Start Smart wanted some eye-catching promotional event bags to help promote Start Smart Week. The week was full of activities in Leicester Town Centre, including cooking demonstrations, healthy breakfast giveaways at local nurseries and help from a ‘healthy shopper’ to aid families in making the most of their weekly shop. The event bags formed a crucial part of the Start Smart Starter Kits or ‘Bags of Usefulness’, which included essential cookery equipment, ingredients and recipe cards. The filled bags were given to all families involved in activities across the week of events, ensuring a lasting impact of the project.



#### PRODUCT INFORMATION

Product: NW-FLD-01  
 Style: Foldable Carry Bag with gusset  
 Material: Non-woven PP  
 Size: [H] 45cm x [W] 40cm x [D] 6cm  
 Features: Folds up into a neat pouch and fits into a handbag when not in use | Mix & match from 30 different colours  
 Link: [View Foldable Carry Bag with gusset](#)

### 4. SAMARITANS

“ Our runners were able to raise over £19,000 to support Samaritans and we were incredibly grateful. Smartbags were kindly able to provide us with some branded bags that were the perfect size for all our goodies and really eye-catching. The runners loved them and we were so pleased to be able to give them something at the end of their challenge, as a token of our appreciation! ”

Bay Rees, Samaritans  
[www.samaritans.org](http://www.samaritans.org)

Smartbags were honoured to donate Samaritans branded goody bags which were given to the runners in the Royal Parks Foundation Half Marathon that were fundraising on behalf of the charity.

The goody bags and their contents rewarded the runners for their efforts, as well as helping to publicise Samaritans presence at the event. The Non-woven promotional tote bags were filled with lots of lovely goodies to help the runners recover and unwind after the race.



#### PRODUCT INFORMATION

Product: NW-TTS-02  
 Style: Landscape Tote Bag  
 Material: Non-woven PP  
 Size: (H)30cm x (W)35cm x (D)7cm  
 Features: 100% Print Coverage | Print on side panels (gussets)  
 Link: [View our Promotional Tote Bag Range](#)

BAG YOUR BRAND WITH  
 SMARTBAGS.CO.UK  
 CALL US ON + 44 (0)20 8242 4468  
 TWITTER @SMARTBAGS

## CASE STUDIES: SMARTBAGS EVENT BAGS

### 5. AMICUS HORIZON

“ Working with Smartbags was straightforward and the design came back exactly as we expected.

We love the little green bags and the fact that they are made from recycled goods, this was important to us as we wanted to have an environmental aspect to the production of the bags, residents have fed back that they use the bags for lunches or small amounts of shopping. ”

Jade Wilson, Amicus Horizon  
[www.amicushorizon.org.uk](http://www.amicushorizon.org.uk)

Amicus Horizon provides affordable homes & shared ownership in London and the South East. They needed to create an advice pack for their residents including useful information & advice around saving energy, reducing water use and waste, tariff switching and efficient travel.

They also wanted to put some free devices, (such as energy efficient light bulbs) in the pack, so decided that a little goody bag would be perfect to hold all the giveaways and to distribute to residents at community events.



#### PRODUCT INFORMATION

- Product: RPETL-TTS-02  
Style: Laminated Lunch Bag  
Material: Laminated rPET/NWPP Mix  
Size: (H)24.5cm x (W)20.2cm x (D)14.2cm  
Features: Made from 90% recycled plastic bottles.  
Available in matte or laminate finish  
Link: [View a selection of our Laminated rPET/NWPP bags](#)

SMARTBAGS.CO.UK  
CALL US ON + 44 (0)20 8242 4468  
TWITTER @SMARTBAGS