

# A CHECKLIST OF WHAT YOU NEED TO COMMUNICATE EFFECTIVELY

FROM 24 FEBRUARY TO 4 MARCH 2018

## OFFLINE COMMUNICATION

- ☐ I've ordered communications tools to raise my profile at the show
- ☐ I've sent my press release about the show for more visibility on the website and with the press service
- ☐ I've sent out professionals e-badge for the show to my current clients and prospective clients

## ONLINE COMMUNICATION

- ☐ I have completed the online catalog: description of the brand, the product ...
- ☐ I have declared the new or innovative products that I'll be exhibiting at the show on the products list
- ☐ I filled out the calendar of events to warn visitors of the animations on my stand

## ON THE SOCIAL MEDIA

### BEFORE THE SHOW

- ☐ Follow the @Salondelagri account on Twitter, Facebook and Instagram so you can respond to news about the event and share it.
- ☐ Download the logos and banners provided free of charge by the show from your Exhibitor Area
- ☐ Let people know that you will be at the show on Facebook, Twitter and Instagram

### AT THE SHOW

- ☐ Post on Facebook and tweet, reminding people that you are at the show and what your stand number is
- ☐ Keep communicating every day: for example, the start of an event or a photo of your stand and products
- ☐ Remember to use the #SIA2018 and @Salondelagri hashtags in your tweets so they'll feature in the show's newsfeed
- ☐ Retweet @Salondelagri or share Facebook posts which talk about your company
- ☐ Encourage clients to tweet about your stand and your event

If you have any questions, our teams are at your service:

[contact.exposantsSIA@comexpodium.com](mailto:contact.exposantsSIA@comexpodium.com)

