



A CHECKLIST OF WHAT YOU NEED TO COMMUNICATE EFFECTIVELY

FROM 23 FEBRUARY TO 3 MARCH 2019

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@comexposium.com

