

Tips for a Successful ISC West Experience

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If you've made the decision to attend the ISC West trade show in Las Vegas in April, perhaps with some of your colleagues, employees, or clients, it's time to make the most of it. There is so much to see and learn that without planning your time, you might miss some great opportunities. Make the most of your investment in time and money by planning for the event. You can make changes on the fly, but do so without missing what is most important to your objectives.



Here are some tips to help you get the most out of your trade show experience:

SET CLEAR OBJECTIVES Before heading to Vegas, define what you hope to achieve. Are you looking to network, find new suppliers or products, learn about industry trends, or something else? Having clear goals will help you focus your time and efforts.

PLAN YOUR SCHEDULE Review the event schedule and list of exhibitors beforehand. Use the mobile app to prioritize sessions, workshops, and booths that align with your objectives. It's not too early to schedule meetings with key contacts. Don't wait until you arrive at the show.

NETWORK EFFECTIVELY Bring plenty of business cards, know how to share your contact information using your mobile device, and be prepared to introduce yourself effectively. Practice a concise pitch about who you are and what you do that creates interest in getting to know you. Attend networking events, engage with speakers and exhibitors, and follow up with new contacts after the show.

STAY ORGANIZED Keep a record of the sessions you attend and the contacts you make each day. Take notes on important insights, ideas, and follow-up actions.

EXPLORE INNOVATIONS Trade shows are great for discovering new products, services, and technologies. Take the time to explore booths and ask questions. You might find something that could benefit your business or career.

ENGAGE ON SOCIAL MEDIA Use social media to connect with other attendees and share your experiences. Follow the event's official hashtag, post updates, and engage with others online both during and after the show.

PARTICIPATE IN WORKSHOPS AND SEMINARS Attend educational sessions that are relevant to your interests and area of responsibility. These can provide valuable insights and help you stay up to date with current trends and best practices.

DRESS APPROPRIATELY Wear comfortable, professional attire. You'll be on your feet for long periods, so comfortable shoes are a must. Most of the information you'll want to keep can be sent to your office. Don't carry more than you need during the day.

FOLLOW UP After the event, follow up with the contacts you made. Send personalized emails or LinkedIn messages to continue the conversation and build lasting relationships.

REFLECT AND ACT Take time after the show to reflect on what you learned and how it can be applied to your work. Create an action plan to implement new ideas and strategies.

BE PRESENT Don't spend time at the show on your phone. It's easy to be distracted by work but take advantage of being away. Talk to others in vendor booths you're visiting. Some may already be using the product and be willing to offer valuable real-life feedback about its use and marketing ideas.

By following these tips, you can maximize your experience at ISC West and other industry trade shows and events, making valuable connections that can benefit your business now and in the future.

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