

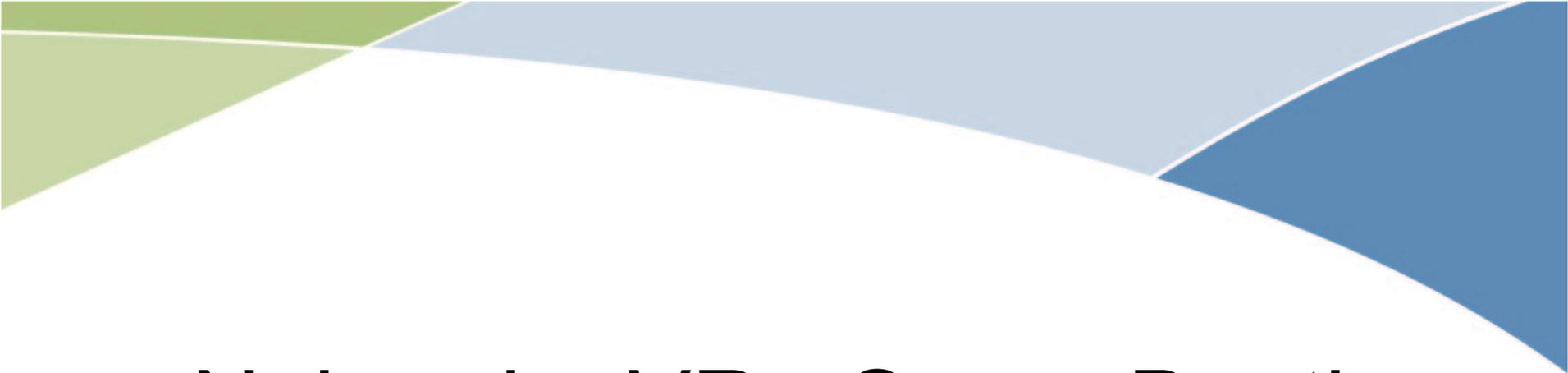


# Marketing and Outreach



VR  
NEBRASKA





# Nebraska VR - Super Booth

Marketing and Outreach for Conference  
and Job Fair Event Booths



# Make A Pre-Booth Event Plan



- Identify how you will use the conference to build relationships and advance Nebraska VR's mission.
- Identify goals.
- Make a schedule of booth coverage.

# When Scheduling Booth Time

- Pair extraverts with introverts.



# Check Out The Other Booths



- Network with the other presenters.
- Exchange literature.
- Find opportunities to learn what other agencies and partners are doing right.

# Know Tag Line and Web Address

Nebraska VR – *Where your future begins*

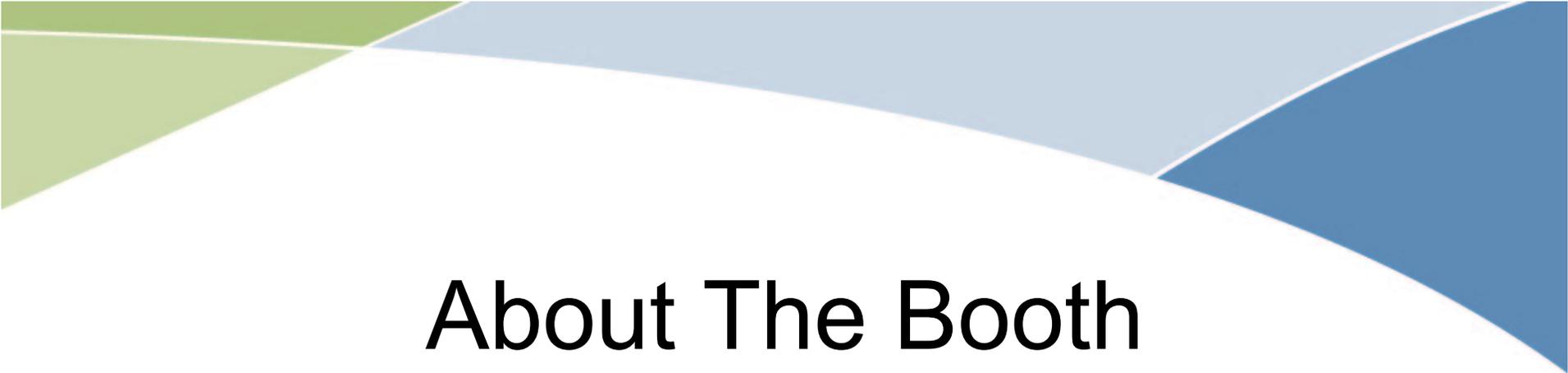
[www.vr.nebraska.gov](http://www.vr.nebraska.gov)



# Use Our Elevator Pitch

*We help people with disabilities prepare for, obtain, and maintain employment while helping businesses recruit, train, and retain employees with disabilities.*





# About The Booth

What should it look like?

Table placement?

Where should I stand?



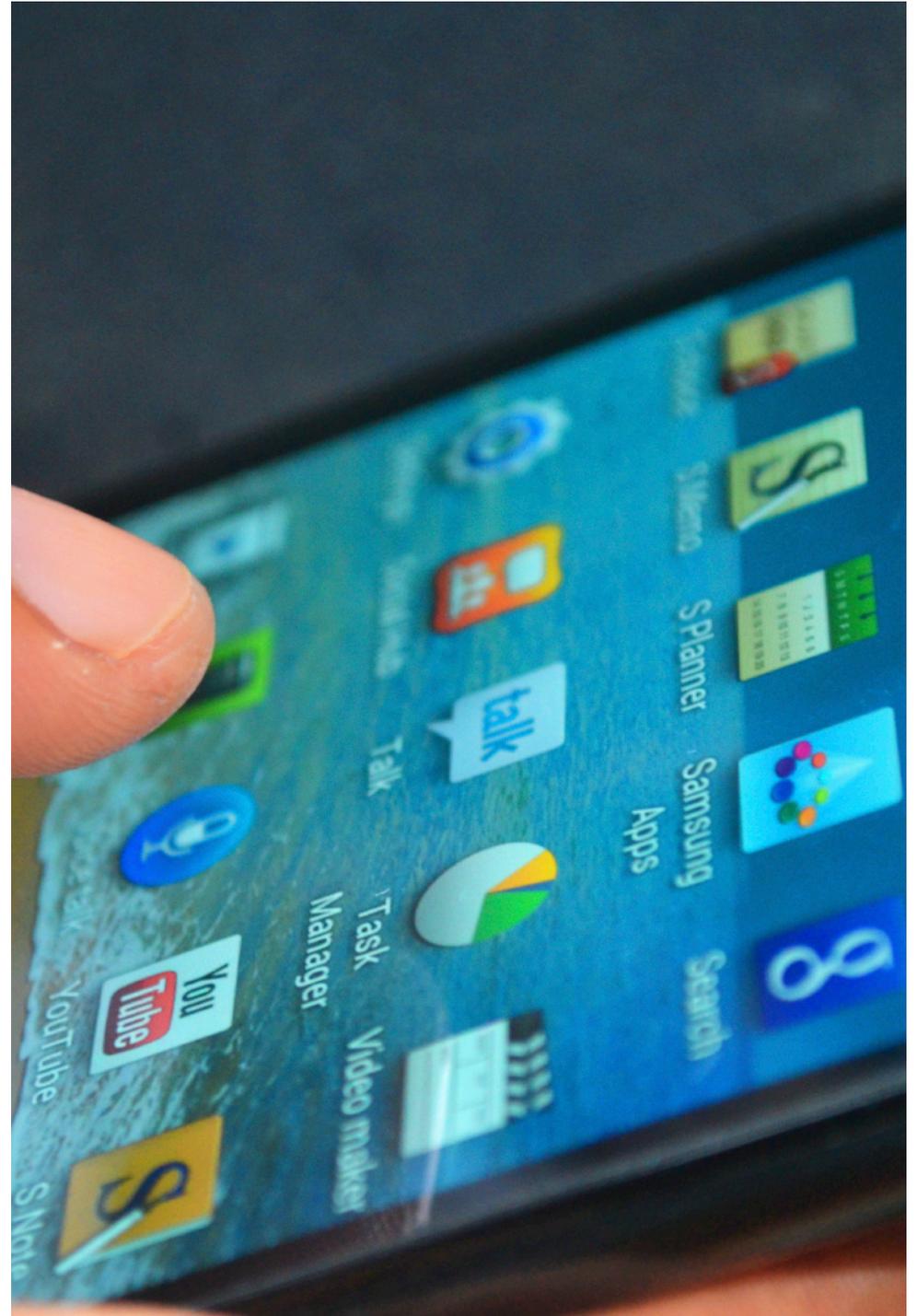


# Do

- Stand in front or side of booth.
- Present an open posture.
- Keep presentation short.

# Do

- Wait to use technology until participants are in sessions.
- Avoid eating or drinking while people are present and keep food/ drinks out of site.





## Do

- Speak with participants, not colleagues.
- Thank attendees for spending time at your booth when they arrive and leave.

# Five Things to Think About



# 15 - 30 Feet Away

- This is the distance that job seekers and conference goers begin to take in your booth.



# Color Coordinate Clothing



- Color repetition is a subtle way of branding and creating a memorable experience for booth visitors.

# Bring a Good Attitude

- The services provided by Nebraska VR staff members are valuable. You have information to share about something great!



# Wear Your Name Tag

- Make people feel comfortable.
- Smile.



# Send The Right Subtext

To Say This	Do This
“I’m eager to help you.”	Location in booth
“You won’t get ganged up on.”	Alone or group?
“I’m feeling energetic.”	Leaning or free?
“I’m capable of helping you.”	General appearance?
“It’s OK to approach me.”	Open/closed posture?
“I want you to know who I am.”	Badge placement?
“You won’t compete for my attention.”	Food/drink/phone?
“I’m eager to talk with you.”	Expression/eyes

Wait...

Two more things.



# Keep the Marketing Team in The Loop

- Add event dates to our public calendar.
- Explore printed materials that can be used as handouts.



# Take Photos

- Photos posted on social media.
- Used to demonstrate relationship building and community outreach efforts.



A blue curtain with a dark wooden floor at the bottom. The curtain is split down the middle, with the left side being a slightly darker shade of blue than the right side. The floor is dark wood with a vertical grain.

Show Is Over

Now what? What is next?

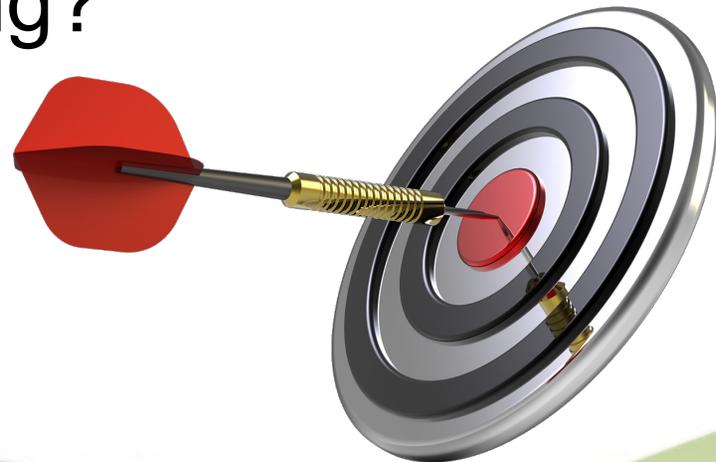
# Plan Follow-up

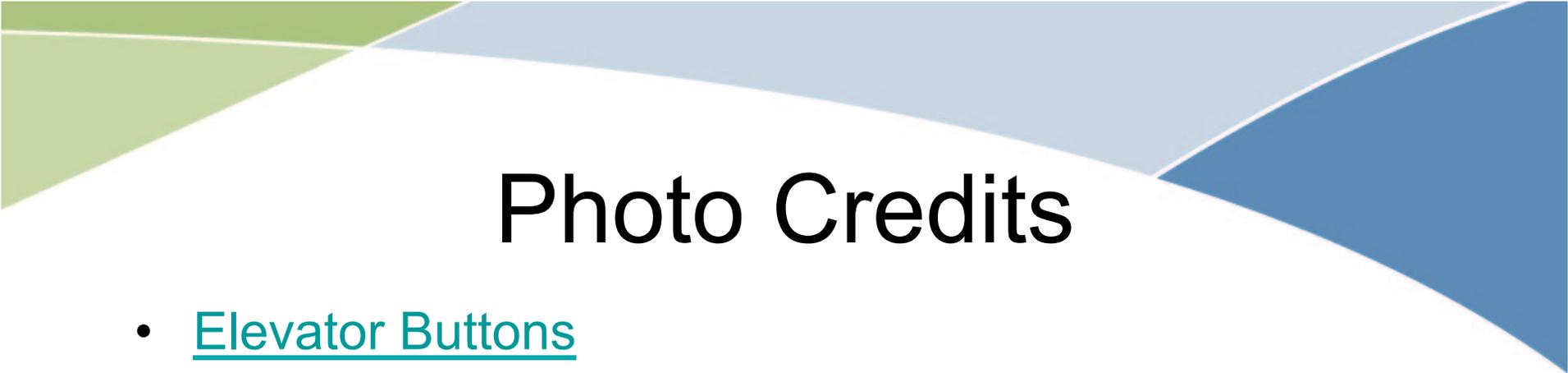
- Contact potential client referrals.
- Contact employers or staff from other agencies or organizations.



# Post Booth Event Re-Cap

- Gather staff members who worked the event booth.
- Did you meet identified goals from Pre-Booth event meeting?

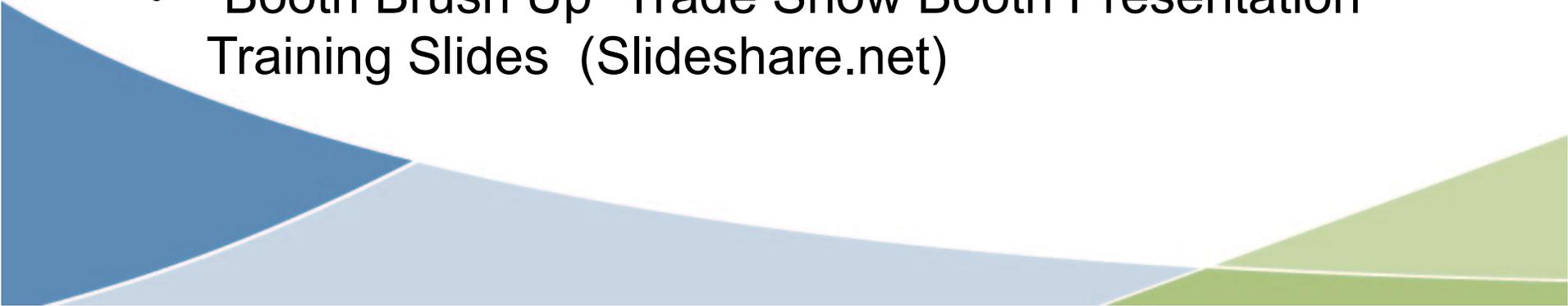




# Photo Credits

- [Elevator Buttons](#)
- Microsoft Free Images
- Purchased Istock Photos
- Free Icons from ClipArtBest.com

# Other Credits

- “Booth Brush Up” Trade Show Booth Presentation Training Slides (Slideshare.net)
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Nebraska VR – *Where your future begins*

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NEBRASKA