

WSN ACADEMY

LEARN  GROW  INNOVATE 

ELEVATE YOUR EXHIBIT:
PROVEN STRATEGIES TO ATTRACT BUYERS
AT FASHION TRADE SHOWS





01

BEFORE THE SHOW

Setting your objectives & priorities

Defining your booth concept and design

The Exhibitor's packing list essentials

Communicating before the show

SETTING YOUR OBJECTIVES AND YOUR PRIORITIES

- Why did you register to exhibit?
Name your three main problems right now.
- Try not to be too vague!
- Make sure your booth and the rest of your strategy align with your goals.



ASK YOURSELF:

What is your market positioning?

Where should your products be sold?

Who are your competitors in that market?

What's the maximum # orders you can produce?

Are you aware of the costs of shipping and importing goods?



YOUR BOOTH IS THE OPEN DOOR TO YOUR BRAND UNIVERSE.

- Does it reflect your brand's DNA and highlight your collection?
- Is it memorable?
- “Retail is detail”: a little can add a lot



THE EXHIBITOR'S PACKING LIST ESSENTIALS

1. Lookbook + catalogue
2. Order forms and/or
a marketplace channel (Ankorstore)
3. Business cards
4. Active website + social media

Optional: visitor badge scanning
Optional: giftings



ANNOUNCING YOUR PARTICIPATION TO THE SHOW IS NECESSARY.



...WHY SHOULD YOU REACH OUT TO BUYERS AND PROSPECTS?

- To personally invite specific people you've target for your brand.
- To assert your presence in the market by showcasing your collections.
- To make your booth a meeting point for potential collaborators and to book meetings.

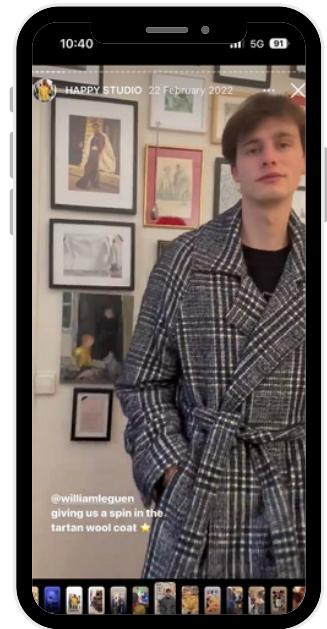
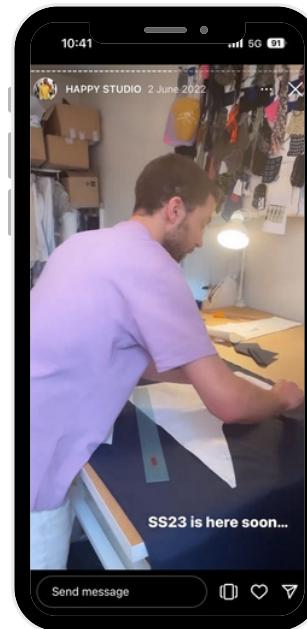


USING SOCIAL MEDIA TO BUILD ANTICIPATION

Find formats that best represent your brand identity and showcase your creations.

Here are a few content ideas:

- BTS content of event preparations
- Sneak peeks of the collection
- Footage from workshop/factory production
- Teasers of the event





02

DURING THE SHOW

Winning attitudes and remarkable strategies
Analyse, adapt, succeed
Communicating during the show

BOOTH STAFF AND SPEAKERS

- Who is the best placed to talk about your brand, and to close deals?
- Consider the size of your booth and adapt your team accordingly.
- If your team doesn't speak French or English, consider bringing in a translator.





ADOPT THE RIGHT ATTITUDE.

- Warm and outgoing staff, trained on how to approach people with curiosity and respect.
- Welcome visitors into your booth like you would with friends into your own home.
- Seek to remain approachable, even if you are busy.
- Treat everyone with the same regard, even if they might not be who you're looking for.

MAKE THE MOST OF THE EVENT BEYOND YOUR BOOTH.

- Seek to meet more than just buyers: journalists, influencers, agents and other potential collaborators will be present.
- Don't miss our animations: conferences, masterclasses, one-on-one meetings with experts, cocktail parties... and more!



PAY ATTENTION TO HOW VISITORS INTERACT WITH YOUR BOOTH.

- Highlight items that particularly catch attention.
- Switch furniture around if traffic isn't optimised.
- Remove some items if your booth feels too cluttered.



ANALYSE HOW VISITORS REACT TO HEARING YOUR PITCH.

- What is their body language saying?
- Are they maintaining attention throughout your pitch?
- What kind of questions do they ask?



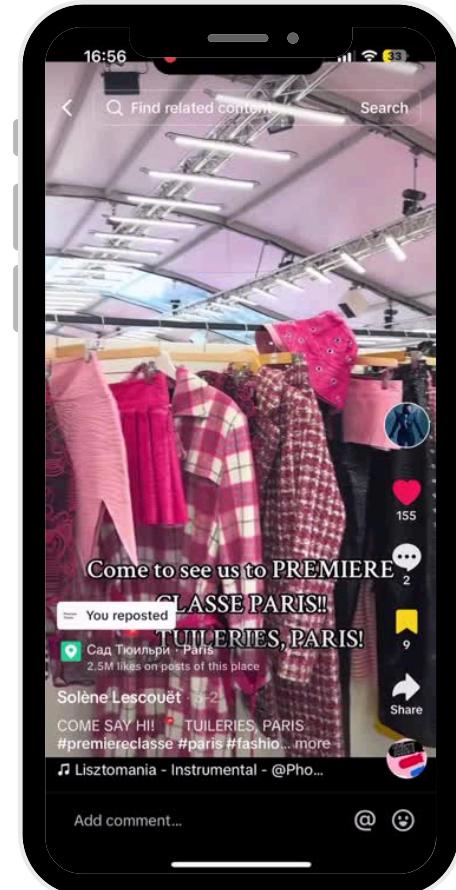


NOTICE PATTERNS IN THE TYPE OF PEOPLE WHO STOP BY YOUR BOOTH.

- What kind of buyers are they?
- Where do they come from?
- What are they interested in?

SHOWCASE YOUR PRESENCE ON THE EVENT ON YOUR SOCIAL MEDIA

- Make the most out of your display by taking pictures of your collection.
- Ideally, your social media communication will tell the story of an unmissable event, full of fruitful meetings and amazing fashion discoveries.
- Don't forget to tag us!





03

AFTER THE SHOW

Following up with clients and prospects
Communicating after the show

SOME B2B FOLLOW UP STATISTICS

**Only 2%
of sales
are made
on the first
contact**

The first
follow-up
email
increases
the Reply
Rate by **49%**

Next-day
follow-ups
get **11%**
fewer replies

Text message
follow-ups
receive a
112.6%
higher
conversion

BUT 77%
of B2B
buyers prefer
email
communication

SOURCE: SOPRO, 2023.



FOLLOWING UP WITH LEADS IS KEY TO BUILDING LASTING RELATIONSHIPS.

- During the show, take the time to write down the contact details of those interested, and by what.
- Follow up with a personalised message two or three days after the show.
- Don't forget to invite them to your next event!



TAKE THE TIME TO SAY THANKS AND LOOK BACK ON YOUR TIME AT THE SHOW.

- Talk about the highlights of your presence
- Reflect on what you've learnt
- Tag the people you've met, and tag us!



soshooshoes SOSHOO ✨ a participé au Who's Next, WSN, du 20 au 22 janvier porte de Versailles !

Cette expérience nous a permis :

- De prendre des contacts auprès de boutiques afin que nos produits soient présents et que vous puissiez les essayer

- De rencontrer et d'échanger avec d'autres créateurs de jolies marques @cotonvert @nohewear @maisonfigura @romando_design @mont_valier @bambini_sur_terre @magmastudio.shop @lavigule.eco @l.enfantin @embleme_joillerie @asiku.ca @epoques.denim



THANK YOU FOR LISTENING



wsn-academy@wsn.community