How to Create & Promote In-Booth Learning Experiences …To Attract More Surgeons

Participant Learning Objectives:  
*By the end of this webinar, we will...*

1. Discuss how why in-booth learning experiences are very important at the AAOS Annual Meeting.
2. Overview various types of in-booth learning experiences.
3. Walk through 10 steps to develop your in-booth learning experience.
4. Learn 5 keys to promoting your in-booth learning experience.
5. See case stories of how others have delivered in-booth experiences.
In-Booth Learning Experiences are Important

- #1 reason surgeons attend medical meetings
  - __________________________
- #1 way they prefer to engage with exhibits
  - interactive presentations/demonstrations
- Drive ____________ booth traffic
- __________________________ your company and products
- Create buzz, word of mouth, build share of mind, preference and recall
- Increase attendee T.O.P. (time of possession)
- Deliver more value for your company ____________ attendees

Types of In-Booth Learning Experiences

- One-to-one personalized demonstrations
- One-to-many demos/educational sessions
- Hands-on product stations & kiosks
- Interactive A/V: tablets, touchscreen, video walls, projection mapping, etc.
- Gamification - Quizzes
- Virtual Reality
- Peer-to-Peer Discussion & Collaboration areas

Factors That Make an Effective In-Booth Learning Experience

1. ____________, Timeliness & Importance of Content
2. Brevity: ________________ minutes – 20 mins total event
3. Experiential: Presented in a Stimulating, Immersive Manner
   - Multi-Sensory Engagement
4. Comfortable, Well-Equipped Environment
5. Practical Knowledge Transfer & Takeaways
10 Steps to Develop Your In-Booth Learning Experience

1. Determine what solution(s) you want to educate attendees about
   - Multiple solutions? ______________ – Hot/Trending/Top of Mind-Pillar
   - Too big? A/V - Simulations
   - Too complicated? Simplify
   - Service vs Product? Focus on pain points or benefits/methodology/outcomes

2. Define the ideal attendee/participant
   - Specialty/Sub-specialty – broad or narrow?
   - Training/education
   - Experience level
   - Current process/procedure/supplier

3. Be familiar with and comply with all FDA, Pharma, AdvaMed, Sunshine Act, or any other codes or regulations.
   AAOS key regulations:
   ✓ Must be in booth, not encroach on aisle or neighbor
   ✓ No CME in hall
   ✓ No live human tissue
   ✓ No magicians, costumed characters, or entertainment
   ✓ Celebrities OK, if spokesperson and approved by AAOS
   ➢ Learn more at: 2017 AAOS Rules and Regulations

4. Define learning content and takeaways
   - How do they __________ the product/service?
   - What are the critical success factors?
   - What makes the product/service or procedure unique or different?
   - What is most challenging aspect?
   - How can you get them to ______________ interact with the product/service?
   - How can you simulate or recreate the surgical/practice environment?
   - What are the top three things you want them to know?
   - What is one main thing you want them to know, remember and DO as a result of the experience?
10 Steps to Develop Your In-Booth Learning Experience

5. Determine what presentation media, tools and support are required

6. Define number of participants, space requirements and physical environment

7. Script, flow chart, or storyboard the complete experience

8. Decide who will facilitate and manage the presentation; internal staff/external people?

9. Beta test, ___________________, and TIME the experience

10. Define how you’re going to capture participant feedback & contact information and what the next action(s) are.

Notes from Examples:
Keys to Promoting Your In-Booth Learning Experience

➤ You ______________ Promote the Experience!

1. Before _______At the Meeting – maybe after?

2. Deliver a Compelling Value Proposition
   • ______________ based: Curious about? Want to Learn More about? Interested in?
   • Problem based: Struggling with? Frustrated with? Tired of? Ready to Solve?
   • Give us 7 minutes at the AAOS Annual Meeting
   • You will SEE – DO – LEARN – GET
   • Call to Action

3. Through Multiple Marketing Channels
   • Medical Journals & Trade Publications: PR, editorial, ads
   • AAOS Now Daily
   • Websites; yours, others
   • Bloggers – Key Opinion Leaders – discuss topic
   • Study & Purchasing Groups
   • Distributors, Dealers & Reps
   • Social Media
   • Direct Mail – use AAOS Mail list
   • Email – house lists
   • Signage: in-booth – around city and venue
   • Flyer in AAOS Orthopaedist’s Bag
Keys to Promoting Your In-Booth Learning Experience

4. Cross promote with related ____________________
   - Upstream
   - Downstream

5. Offer COMPLIANT rewards for participating
   - ___________ in nature
   - Use in practice setting or at meeting

Notes from Example:
Summary

1. Surgeons attend tradeshows to Learn, not to be Sold.
2. If you want a booth full of interested, qualified surgeons, you MUST integrate a learning experience.
3. There are many significant benefits from doing so.
4. Make sure your in booth learning experience is in alignment with the five success factors.
5. Follow the 10 step process presented to develop your experience.
6. Be sure to promote your experience through as many channels as possible.

What were the three most important ideas you learned in this webinar?

1. ____________________________________________________________________________
2. ____________________________________________________________________________
3. ____________________________________________________________________________

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* Online Exhibitor Resources & Education Center:
  - Live and Re-playable Webinars
  - Effective Exhibiting Tips
  - “How To” Exhibiting Articles
  - Downloadable Cost Control & ROI Calculator
  - Ask the Tradeshow Expert Email Q&A