

Tips for a successful tradeshow

1. Familiarize yourself with any necessary AWWMI and/or Tradeshow technology BEFORE you get a prospective member! Software systems vary from show to show but are extremely helpful in tracking leads. Practice on your badge so that you know how to capture badge information from others properly.
2. Brush up on AWWMI.
 - ✓ You don't need to be an expert, but being able to speak about our mission, cornerstones, Annual conference etc is critical to compelling people to join our organization.
3. Use the handouts.
 - ✓ Have the Map of Regions and Chapters available. It is always helpful to be able to show a prospective member where the Chapter nearest them is located.
 - ✓ Have the next few months' worth of events that are posted on AWWMI.org available. This is a great opportunity to showcase our Events, chapters, etc
4. Use the Website!
 - ✓ AWWMI.org has lots of helpful information for prospective members. If you have an IPAD- USE IT.
5. Put yourself out there!
 - ✓ Spend the majority of your time at the AWWMI Booth out in FRONT of the table, engaging people as they walk by.
 - ✓ Everyone knows someone who can benefit from our Organization. Ask people to take info back to colleagues in their offices who might be interested.
 - ✓ Go walk around and see the other Vendors. You will find they are also great to network with.
6. Don't underestimate the power of a candy bowl!
7. Have fun!