



Making the most of

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16 NOV
TO 18 2021

CONNECT

VIRTUAL|ONLINE



VIRTUAL | ONLINE

Mercator Media is holding the inaugural Icefish Connect on 16-18 November 2021.

Icefish Connect is a virtual exhibition hosting engaging content that enables visitors and exhibitors to meet and develop business. It will be a permanent part of, and run concurrently, with the in-person Icelandic Fisheries exhibition from 2022.

For the second year running, COVID restrictions mean it has been hard for people to meet up face-to-face, and yet much of the business and operations of commercial fishing continues. People and companies need to keep up to date with the latest developments, projects, and services, and they want to meet up. Icefish Connect will provide that opportunity.

To ensure that Icefish Connect attracts the right audience, it will have a programme of engaging content, including a full conference programme.

We are also working with all our supporting associations and regular supporters so they can present their latest developments to a wider audience. Exhibitors will also be able to present their latest innovations through webinars, meetings, hosting round tables or white papers.

Our clients will still be able to reach the regular Icefish audience, but also a broader international audience and reach people who might not usually attend because of location, travel time and costs.

All visitors will be registered, and exhibitors will be able to see their profiles and organise meetings with them at stands or designated meeting areas. The platform also offers a clever AI based matchmaking system that pairs interested visitors with the correct equipment or service providing exhibitor that suits their requirements.

► MAKING THE MOST OF ICEFISH CONNECT

We have put together a guide to help you get the most out of exhibiting at Icefish Connect.

► NOT THE SAME AS IN-PERSON

The principles of attending any business event are similar - inform people you are exhibiting, encourage them to visit your stand and engage – but a virtual exhibition is not the same as an in-person event where people can naturally engage with each other. Chance encounters on the virtual platform are rare and meetings need to be thought of and created in a different way.





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An online environment does give exhibitors a plethora of new creative opportunities for engagement, and savings on stand dressing and printed promotion material can be spent on content and design.

► PRE-EXHIBITION MARKETING

Visitors need to know you are exhibiting. Icefish Connect will work hard on content and marketing to attract visitors to the platform. Exhibitor's need to tell their potential audience they are there and invite them to come and engage. Giving them a reason using social media, content marketing and email marketing have all proven effective.

► BEST INFORMATION

It is important to check your basic stand entry carefully. Visitors will use this information to prioritize their areas of interest and help find you. It is also the basis for how the platforms matching AI works to give you leads.

► MAKE SURE YOUR CONTENT IS DIGITAL-FRIENDLY

Your business is saving on time, travel, logistics, printing marketing material and decorating a physical stand, redirect the budget on content for the virtual stand - think visual. It should be the best representation of your brand. Take advantage of uploading videos and images and really personalizing your stand. Make a stand that will get the attention of visitors and make them want to return.

► CAPTIVATING CONTENT

Engage your audience by using compelling messaging. Rather than the usual pleasantries you could share fun facts that are unique to your brand and company. Think how you can make your brand memorable.

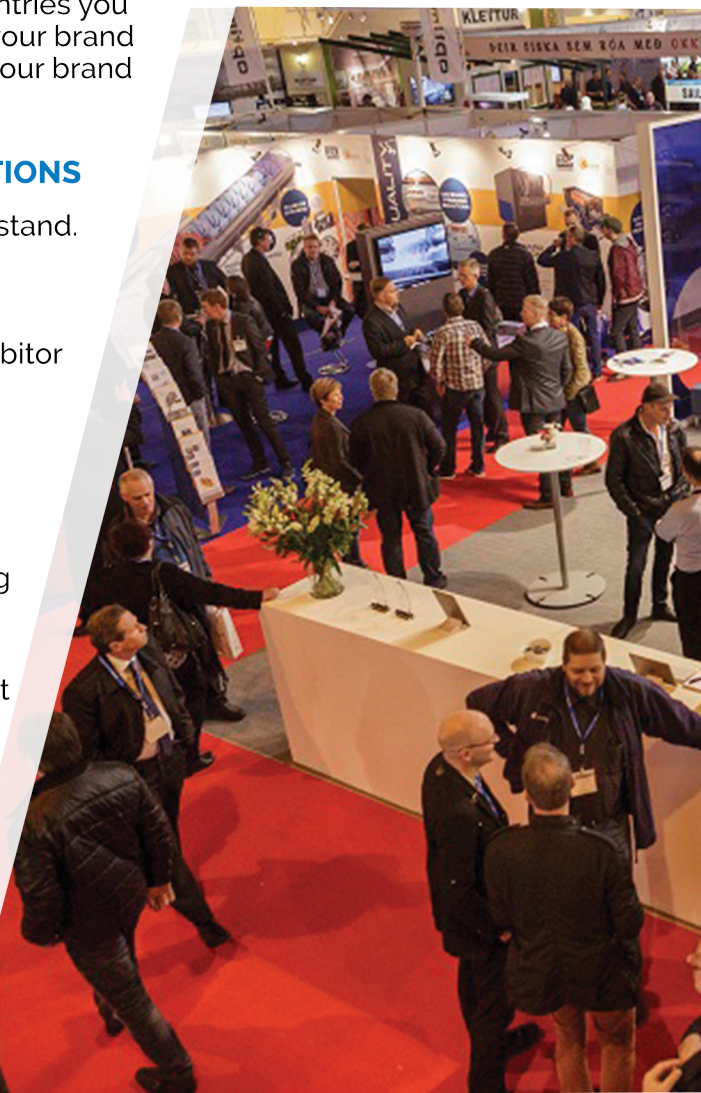
► PLAN LAUNCHES AND DEMONSTRATIONS

Give your audience a reason to visit your stand. New equipment, vessel launches, demonstrations, examples of interesting projects will all give your stand more prominence and drive traffic to your exhibitor profile.

- Host a how-to or learning session.
- Round-table
- These can be live or pre-recorded.

Also think about using one of the meeting rooms to host an event. This could be thought leadership, round table, or a discussion with suppliers. You can make it as public or private as you like. This will also serve to drive traffic to your stand.

Whatever you decide, let the Icefish Connect producers know so you can be included on the master Timetable.





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► **CONSIDER TEAM MEMBERS**

Think about what team members will be assigned to Icefish Connect.

Just like at an in-person exhibition, you need to ensure your team have the most relevant product knowledge for people visiting your stand. With a virtual exhibition you also need to consider how they communicate by email and if they are comfortable video calling, are they confident on digital platforms? Do some practice.

► **CONSIDER AN INCENTIVE**

While visitors cannot collect a free pen or USB, they can enter competitions. Exhibition stand games are popular amongst visitors and exhibitors. All a delegate has to do is fill out your contact form to be in with a chance to win a grand prize.

Think about your prize (because this is the real incentive). Take advantage of the budget you have saved by not paying for promotional literature and giveaways.

► **ENGAGE WITH POTENTIAL CUSTOMERS AND PRE-BOOK MEETINGS WITH PROSPECTS**

Just as your staff would have done at Icefish in-person, seek out prospects and interact with them. Spend time identifying your most promising leads and pre-schedule meetings with them. This will help you capture more leads and keep your time organized during the event.

Invite them to enter your competition or watch a product demonstration. It is your job to engage potential customers.

► **CAPTURE LEADS**

Ensure you are capturing leads in a consistent format. The Icefish Connect platform makes it easy to accurately collect information from attendee's profiles and track user data including the number of visits, bounce rates, and more.

► **FOLLOW UP**

Make sure you have a plan for following up the leads generated.

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