

MAKING THE MOST OF TRADESHOW ATTENDANCE



Tradeshows are an amazing opportunity to connect with industry partners and make valuable connections. Here are some useful tips to help you make the most of your tradeshow attendance:

Preparation

- Please join the Tourism New Zealand webinar for the tradeshow prior to the event. This will give you all the key information to maximise your experience.
- Doing some research on your target audience and market insights prior to the tradeshow can be extremely helpful. You might want to investigate specific buyers and tailor your presentations and exhibitor profile accordingly.
- We suggest you download the tradeshow App in advance and familiarise yourself with the code of conduct on the tradeshow's website.

Get ready to connect

- Promoting your tradeshow presence on social media channels leading up to the event is a great way to make your attendance visible to international planners.
- Consider a system to record your tradeshow conversations and follow up actions (e.g. logbook).
- Electronic business cards are recommended to make the most of your new connections.

A better tomorrow

- Please consider carbon offsetting your flights. Carbon can be offset on the Air New Zealand website at the time of booking or via **Toitū Envirocare** anytime.
- We encourage you to get informed on the tradeshow's sustainability objectives and consider sustainable giveaways and merchandise only.
- Please make sure you share our commitment to demonstrating our **Tiaki** led ethos.

Look the part

- An aligned dress code helps New Zealand create a strong presence at events.
- Please wear the appropriate Tourism New Zealand t-shirt (Tiaki unless otherwise advised) accompanied by black pants/skirts/jackets etc. If you do not have a TNZ t-shirt, please advise your TNZ contact, and they will supply this for you.