

Best practices for a successful ONLINE event



The success of your online participation is in your hand.

Fi Global

CONNECT

Barentz.

Always a better solution.

A Success Story

Global life science ingredients distributor Barentz made their online trade show debut at Fi Global CONNECT 2021. Marcel Hölscher, explains Barentz's proactive approach to the event and shares key advice for future exhibitors.



Marcel Hölscher,
Global Head
of Marketing &
Communication

Key Takeaways

1. Strategy & Mindset

Give an online trade show the same importance you would to a live event. Adapt to the unique dynamics of a digital event, using available online tools to create a quality experience for attendees.

2. Event Preparation

Build your online profile & brand presence in advance, giving attendees insights into your product portfolio & innovations.

3. Team Operations

Just as with a live event, constant communication within the team, briefings, analysis of results, social meetings & preparation for the next day are all key to a successful event.

4. Be 100% Present

Invest as much effort in the online show as you would in a live show – this means, be 100% present & responsive to attendees, not taking a 'half-in' approach along with daily work.

5. Online Presence

Use the available tools such as sponsorships & content sessions to boost brand awareness among attendees and generate leads.

Why did you decide to exhibit at Fi Global CONNECT?

One of the biggest attractions of Fi Global CONNECT was the global focus.

In December 2020 Barentz acquired the Maroon Group in North America, which increased our global reach.

We felt it was time to present ourselves and our Human Nutrition proposition on a global scale.

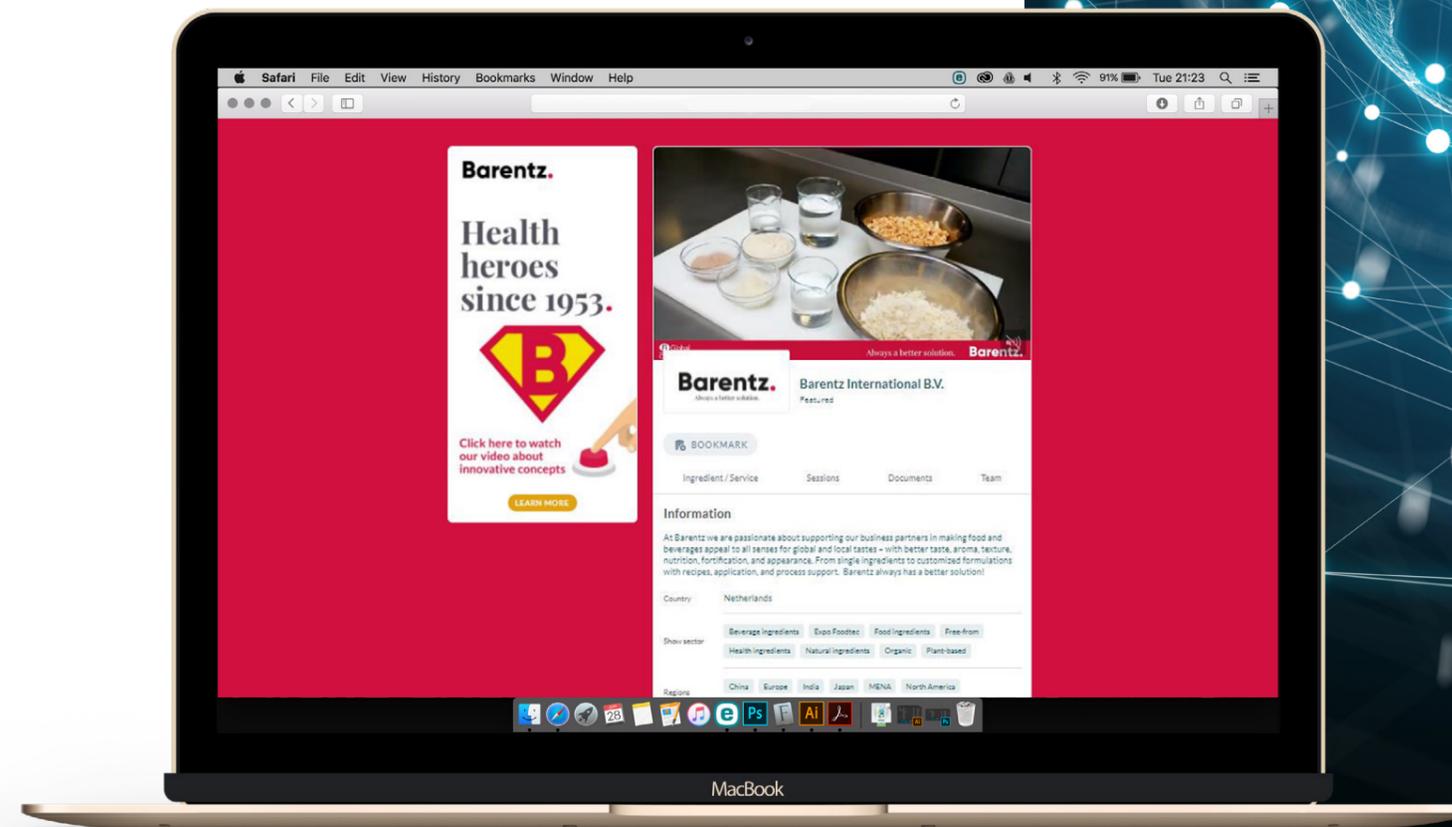
We also liked the fact that Fi Global CONNECT was completely virtual, with no in-person event.

This gave us the opportunity to use all the digital products that the organisation could provide us with, including digital sponsorship.

“We felt it was time to present ourselves on a global scale”.



70%
of respondents
who looked at
the Exhibitor List
recall Barentz



How did you prepare for the event?

First of all, we informed ourselves. We interviewed some of our competitors and partners about the pros, the cons, and the pitfalls of virtual trade shows. Based on what they told us, we adopted several strategies.

1. We ensured quality over quantity and ensured our platform was set up correctly.
2. Since we had learned from others how to optimise our efforts, we prepared the team for the different dynamics of a digital tradeshow.
3. Lastly, we also produced a 15-minute video that was screened as an Exhibitor Showcase session, which was part of the package.

You cannot create an experience at a virtual show like you can through a booth by, for example, having a chef prepare tasting samples, doing give-aways, or hosting drinks. Apart from the webinars, there is nothing to look at. The video allowed us to create a close to real-life visitor experience.

An online show is different to a real-life experience as the online aspect can be daunting and new for some.



“An online show is different to a real-life experience as the online aspect can be daunting and new for some”.



89%
of attendee's
time online is spent
watching sessions*

**2020 Swapcard survey*

30-45%
of business
is closed through
the virtual booth,
during a virtual
trade show*

**2020 Swapcard survey*

How did your team operate during the event itself?



“We treated it as a normal trade show”.

We treated it as a normal trade show, where you have team briefings and every evening you have drinks to see the results and prepare for the next day. You have to do some extra team building to make sure everybody stays motivated.

Thanks to the global nature of our team, every question was answered within 24 hours by specialists within our organisation. This meant we could give great answers, and it led to good connections.

41.8%

average of missed inbound business opportunities by exhibitors because they do not respond to messages or requests on the virtual event platform*

**2020 Swapcard survey*

How did you measure the success of the event?

Our main objective was to increase our brand awareness and the visibility of Barentz.

We measured brand awareness through the reporting we received from Informa and through data from our own digital

platforms, especially LinkedIn and our website.

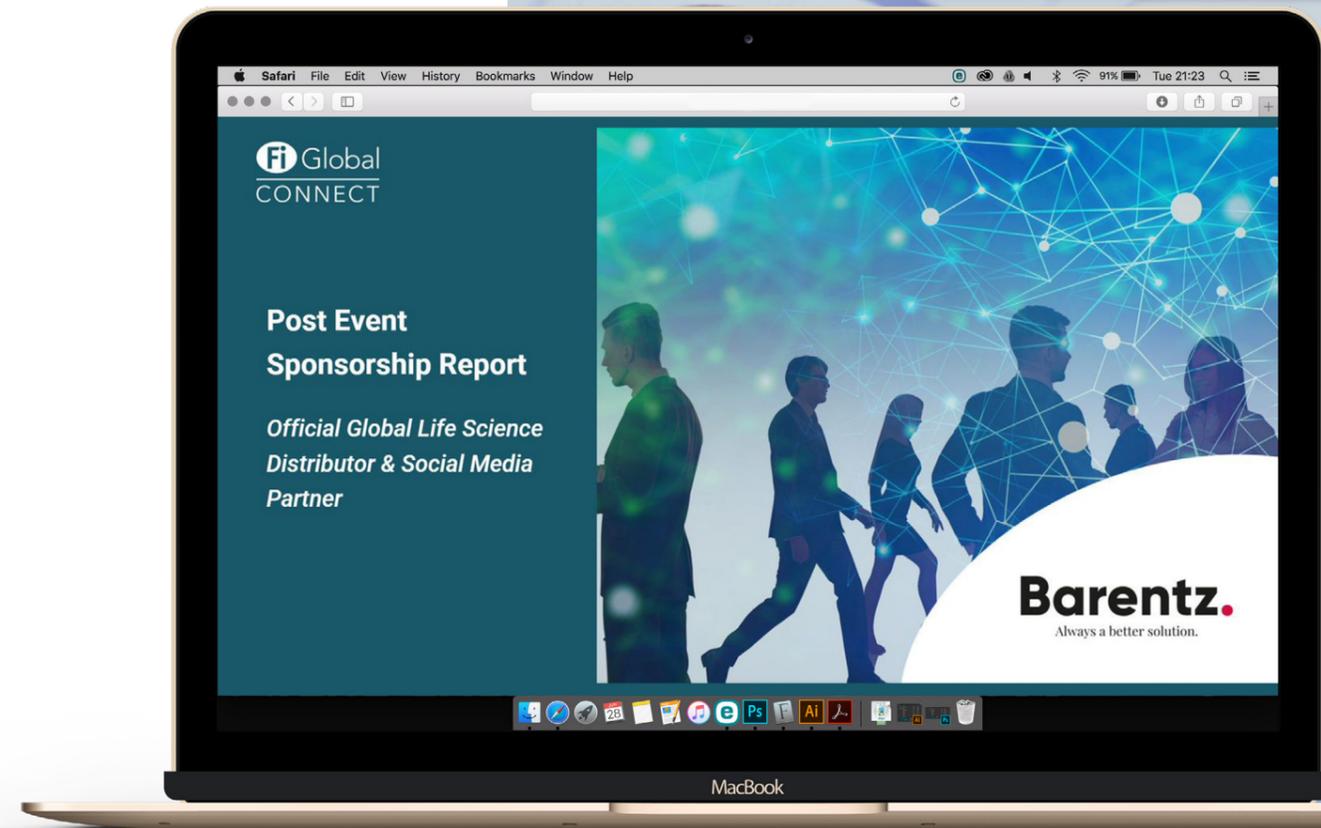
We could see how many more visitors, how many more followers, and much more online activity we had compared to normal. The increase was significant!



76%
Brand Awareness UPLIFT
as a result of
sponsoring Fi
Global CONNECT
Regions



3.1 x
more leads generated by
online sponsors*
**2020 Swapcard survey*



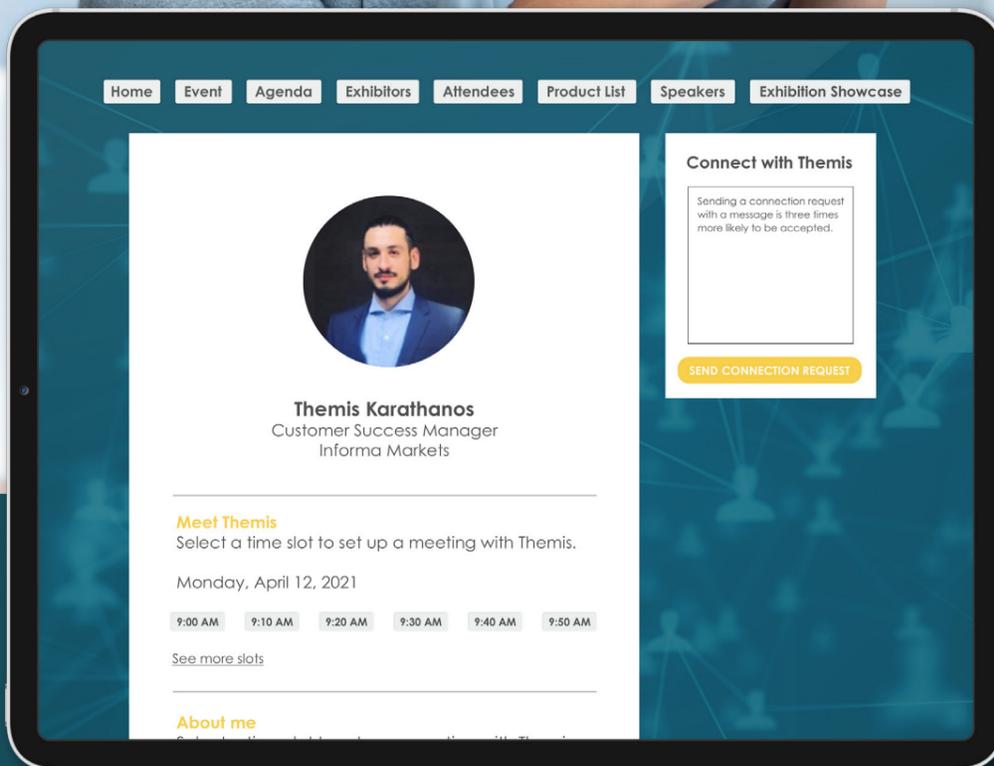
How did Fi Global CONNECT compare to an in-person show in terms of lead generation and conversion?

Lead Generation was more or less the same, but through an online environment everything is measured so you have full insight.

Most in-person shows are not monitored the same way and success is harder to quantify and measure.

It was quite hard to get meetings; we had to be very active. But while the number of meetings was lower, the quality was higher and we got some really great projects out of it. This was a bonus, bearing in mind our main object was increasing brand awareness.

“An online show is different to a real-life experience as the online aspect can be daunting and new for some”.

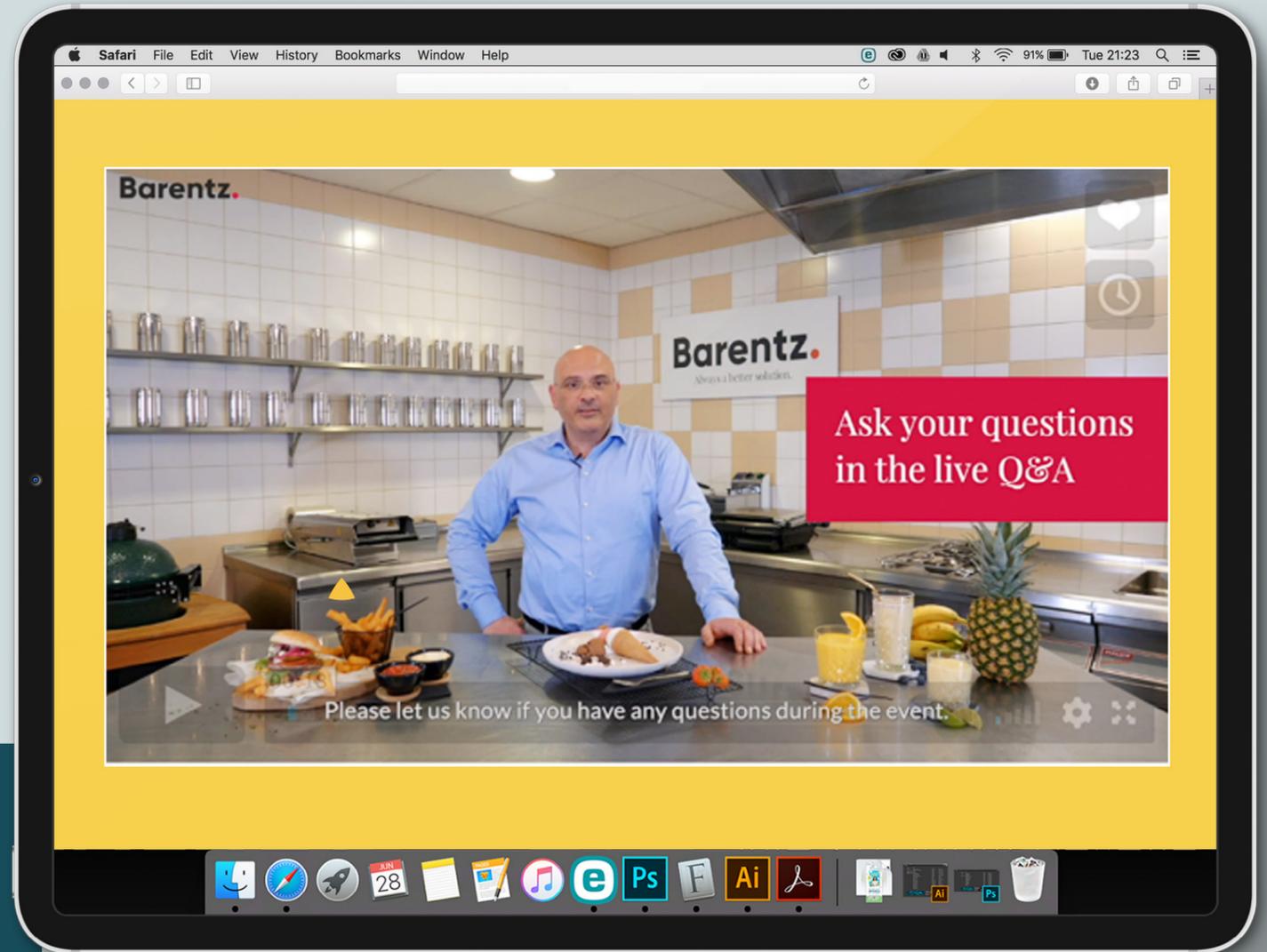


Which was the most successful investment you made, and why?

The most crucial element is how you present yourself online, so the look and feel that we created on the platform, and our own communication campaign, were valuable investments for increasing our presence.

Specifically, the video produced for the Exhibitor Showcase session gave the best return on investment.

It had the most views, we could use it in other online presentations and our team could use it in discussions with their prospects.



72%
of respondents
recall seeing
Barentz in
an Exhibitor
Showcase



58%
of respondents
recall seeing
Barentz on the
event's social
media feeds

In light of your experience at Fi Global CONNECT, will you do more online versus in-person shows in the future?



“We expect hybrid trade shows to continue, and our audience to be split”.

A combination of virtual and in-person events could be ideal, but that depends on how our audience reacts to this change in format.

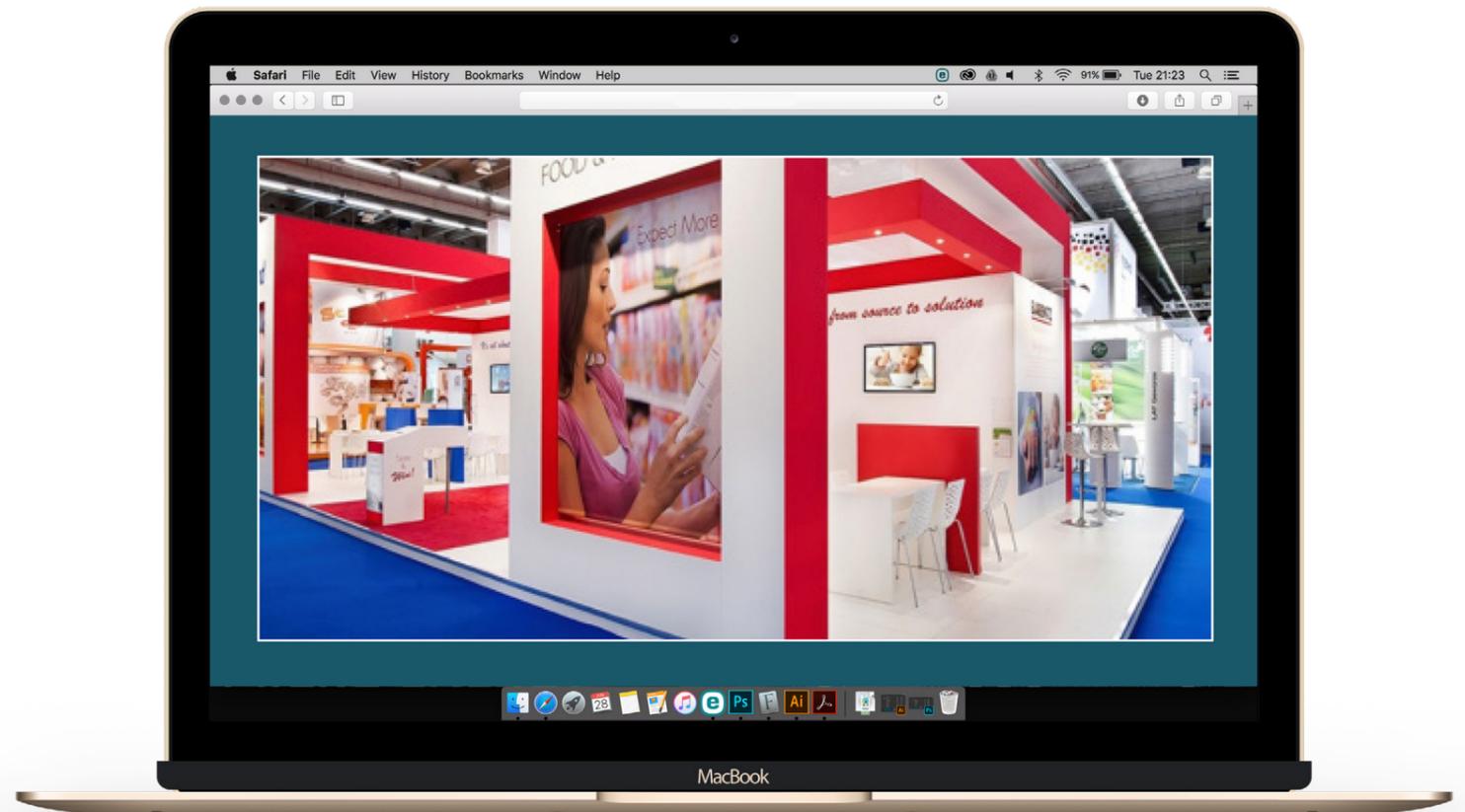
We expect hybrid trade shows to continue, and our audience to be split.

In-person shows will be visited by the highest level of managements, probably with more exclusive meetings and knowledge-sharing.

The design and look and feel of the booths may change along with that.

Before, during and after the in-person shows there will be online platforms for the lower-level executives who really do the work.

They will have webinars and meetings online, and share technical information via the platform. If that happens, we are convinced hybrid shows will be the future.



What advice would you give to other companies that are considering exhibiting at an online trade show?

Your mindset should be the same as for an in-person trade show. Don't think that you can do a virtual trade show alongside your normal work and be half-in, half-out.

It is a real trade show and you need to put the extra effort in for it to be successful.

That said, if the trade show lasts more than a week people will be tempted to do their normal work at the same time. Then there is no point. My advice is not to participate in an online trade show that is too long.

I would also emphasise the need to invest in your online presence – the look and feel, and the visitor experience.

People have the same expectation as they have at an in-person show.

You really have to offer a good experience for 10 minutes so that they come away from your page with the same feeling they would have if they visited your booth.



“Your mindset should be the same as for an in-person trade show”.

“I would also emphasise the need to invest in your online presence”.

What's next?

Take advantage of these key steps to boost your brand awareness, generate quality leads and build new partnerships at our upcoming online events.

Interested to learn more about our Online events of Sponsorship Opportunities?

Schedule a 15 minute meeting today! 



Tatiana Rozema,
Head of Business
Development

tatiana.rozema@informa.com
+31 (0) 6460 419 74

Barentz.
Always a better solution.



glanbia
ireland

Rousselot
Reaching
further
together

beneo
connecting nutrition and health

**PARADISE
FRUITS**
SOLUTIONS | by Jahncke

FrieslandCampina
Ingredients
THE INSIDE MATTERS

GELITA
Improving Quality of Life

MicroThermics
Always Innovating

...and
many
more!

 **Plant-Based Ingredients in the Spotlight**

fi Food ingredients
Europe

Hi Health ingredients
Europe

co-located with

13 - 17 Sept 2021

Join as an Exhibitor 

22 Nov - 02 Dec 2021

Join as an Exhibitor 

Use this recipe for success to grow your business!