

TRADE SHOW CASE STUDY

Getting the most out of your trade show investment is the number one challenge for firms presenting at industry events. Whether the ultimate goal is developing relationships, increasing branding relevance, obtaining leads or just supporting your industry – maximizing your trade show ROI is critical.

Business RadioX™ offers a trade show/conference solution that continuously draws a crowd and creates multiple touch points for your sales staff to interact with your ideal prospects before and after your event.



BUSINESS CHALLENGE

TrainingPros works with Fortune 1000 companies to provide highly qualified human performance professionals on a contract basis.

For an upcoming conference, TrainingPros was exploring innovative marketing platforms that would help them stand out in a small booth space and give them the opportunity to have meaningful conversations with Chief Learning Officers, directors and thought leaders in the training industry.

SOLUTION

For the Training 2012 conference held in Atlanta, Georgia, Business RadioX™ hosted a live radio remote from the TrainingPros exhibition booth. Business RadioX™ conducted professional interviews with the keynote speakers, directors, thought leaders and Chief Learning Officers attending the event.

RESULTS

TrainingPros took the interviews that were recorded at the conference and created a “Learning Leader Interviews” resource page on their website. This audio web content provides valuable educational information while it improves the search engine optimization of their website – both of which help brand TrainingPros as thought leaders in their industry.

More importantly, the members of the TrainingPros sales team circled back to each interviewee to schedule a follow up meeting in order to nurture the relationship that was created at the conference. **Within sixty days, 63% of the interviewees scheduled a meeting with a TrainingPros salesperson.**



Having live radio broadcasting from our booth made us the “place to be.” I’ve never seen anything work as effectively inside a trade show booth. The other vendors stared enviously at the crowds we attracted. The best part was we were able to put a unique phone call and email campaign around inviting people to be interviewed that actually drove sales. I’m usually bored out of my mind when I have to work a trade show, but this one was different... this was a great idea and we plan to engage Business RadioX™ again in the future.

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**BUSINESS
RADIOX™**

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