

INDEVCO
CONSULTANCY

Exhibition Strategy & Management



**Growing sales with successful
exhibition presence**



Through our diversified portfolio of global events and trade shows and our years of experience, we provide specialist exhibition consultancy services to help you effectively plan and execute your annual exhibition programs using a systematic process guaranteed to achieve successful participation across different industries and geographical locations.

To grow in a global world, business professionals should find new opportunities to offer valuable experiences whether through physical or virtual trade shows



From crafting your strategy, identifying the right exhibition target, to managing a turnkey project, we base our management practices on a multi-disciplinary approach bringing together a combination of industry know-how and best practices and global expertise, to help you align your exhibition with your business, sales and marketing strategy.

Whether you are in the early stage of identifying which trade show is the right target or if you have already planned exhibitions, together we can build a comprehensive integrated program designed to your requirements that meet your overall business goals.

Benefits

	Reliable methodology with proven success		Accurate data and KPI reporting
	Attractive communication programs		High quality and accuracy of execution
	Efficient yearly planning and execution		On-time execution within the set budget
	Streamlined process capturing data from different entities		

Accelerate your business through trade show presence



Exhibition Strategy & Selection

We help you craft your exhibition participation strategy and develop targeted exhibition databases for your yearly, 2-year and 3-year program by qualifying exhibition profile, audience and exhibitors in the event to meet your objectives. To ensure tangible and continual success, we help you project and allocate budgets to effectively guide the execution phase.

Exhibition Supplier Qualification

Using our network of global 3rd party suppliers, we screen the best ones to participate in the execution of your project within the recommended quality standards and we take charge of the negotiation process with the supplier in line with your target budgets, as well as the quality control audit and measures of the output.

Communication Strategy & Measurable Objectives

From setting your overall exhibition strategy to identifying your communication concepts and messaging, we help you define your measurable objectives, both quantitative and qualitative metrics to help you set clear expectations from the exhibitions and measure performance. Based on the set objectives, we create and execute your communication planning from messaging all the way through visuals and other communication materials needed for the success of the exhibition.

Project Execution

We advise and manage the right on-site execution process and guidelines to ensure timely deliveries and high quality control for your project, pre, during, and post exhibitions, in addition to the on-site project execution in line with organizers and stand builders and other 3rd party suppliers.

Delegate Training & Alignment

We develop a tailor-made delegate training program for pre-show communications with clients and leads, during show on-site behavior, and post-show follow up with customers, in order to ensure your booth staff has the right mindset, capabilities and behavioral skills for the success of the exhibition.

Budget & ROI Reporting

We analyze your requirements and build comprehensive smart budgets accordingly. We take into account the entire planning process, materials and milestones in order to achieve the right expected results.

We ensure that we measure key performance indicators (KPIs) and we comply with the set objectives and budget in order to optimize your investment. Using this historic data, we recommend initiatives to address improvement areas for future exhibitions.

Lead Generation & Customer Retention

We help set processes of lead generation, customer retention and lost customer reactivation by setting monthly ROI follow up with sales teams to track exhibition sales leads status and exhibition performance.

A customizable program to suit your industry

Amongst industries we serve:

Agriculture	Government & Public Services
Banking	Hospitality & Leisure
Consumer Packaged Goods	Manufacturing & Industrial Products
Distribution & Wholesale	Pharmaceuticals
Education	Retail
Energy, Utilities & Resources	Transportation & Logistics
Engineering & Construction	

« It is my passion to transform your exhibition presence to leave long-lasting impressions and create unforgettable experiences, from managing your exhibition strategy all the way down to the tiniest detail. »

Nicole Jabre

Manager
Exhibition Strategy & Management

Nicole Jabre is a Certified Trade Show Marketer with near 10 years of specialization in exhibitions management and experiential marketing, rooted in a decade of experience in corporate and marketing communications. She has orchestrated world-class presence at over 100 exhibitions in Europe, the Middle East, Africa, and the U.S.





Align your annual exhibition program
with your business goals and your sales
and marketing enablement strategy

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Rooted in over 60 years of experience, with a strong track record of value creation and operational excellence.

INDEVCO Consultancy's holistic approach addresses customer needs using a set of comprehensive services coupled with deep industry knowledge. Our services include: Customer Experience & Retention Strategies, Lead Generation & Customer Acquisition Programs, Marketing & Sales Enablement, Risk Assessment & Internal Audit Advisory, Strategic Sourcing & Supply Chain Optimization, People Strategy & Organization Development, Exhibition Strategy & Management, Sustainability Strategy & Governance, Business Process Improvement & Excellence, Information Systems & Business Intelligence, Insurance & Safety Risk Management and IT Solutions & Consultancy.

Our network of consultants will guide your way to success serving public and private clients and spanning multiple industries.

Bringing our expertise and experience to help you create long-term, sustainable value and accelerate your growth.

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