Maximizing the Value of Trade Fairs & Industry Events

How to Unlock the Full Potential of Participation

Content

1. PRE-EVENT: PREPARE FOR SUCCESS

- Research exhibitors, attendees, and target airlines
- Prioritize potential clients aligned with our market expertise
- Schedule meetings early and secure key decision-makers
- Define a clear value proposition
- Leverage LinkedIn and event networking tools

2. DURING THE EVENT: ENGAGE WITH PURPOSE

- Maintain a professional presence (with or without a stand)
- Focus on listening before pitching
- Attend networking events and industry sessions
- Expand connections beyond formal meetings
- Capture insights, opportunities, and next steps

3. POST-EVENT: CONVERT OPPORTUNITIES

- Follow up within 3–5 business days
- Share relevant data, presentations, and proposals
- Track opportunities through a structured process
- Report market intelligence and trends to existing clients
- Nurture relationships for long-term growth

Why Trade Fairs Matter

Key Message: Success starts long before the event and continues well after it ends.

Objectives of Attending Trade Fairs and Events

- Generate new business opportunities
- Build relationships with decision-makers
- Increase visibility and brand awareness
- Gather market intelligence and industry trends
- Strengthen relationships with existing partners
- Position ourselves as the preferred GSA partner

Success Framework

The 3 Phases of Event Success

1 PRE-EVENT PREPARATION

- Research
- Planning
- Meeting scheduling

→

2 DURING THE EVENT

- Professional presence
- Networking
- Relationship building

→

3 POST-EVENT FOLLOW-UP

- Lead nurturing
- Proposal development
- Opportunity conversion

Goal: Maximize every opportunity before, during and after the event. | **Result:** Stronger relationships. More opportunities. Sustainable growth.

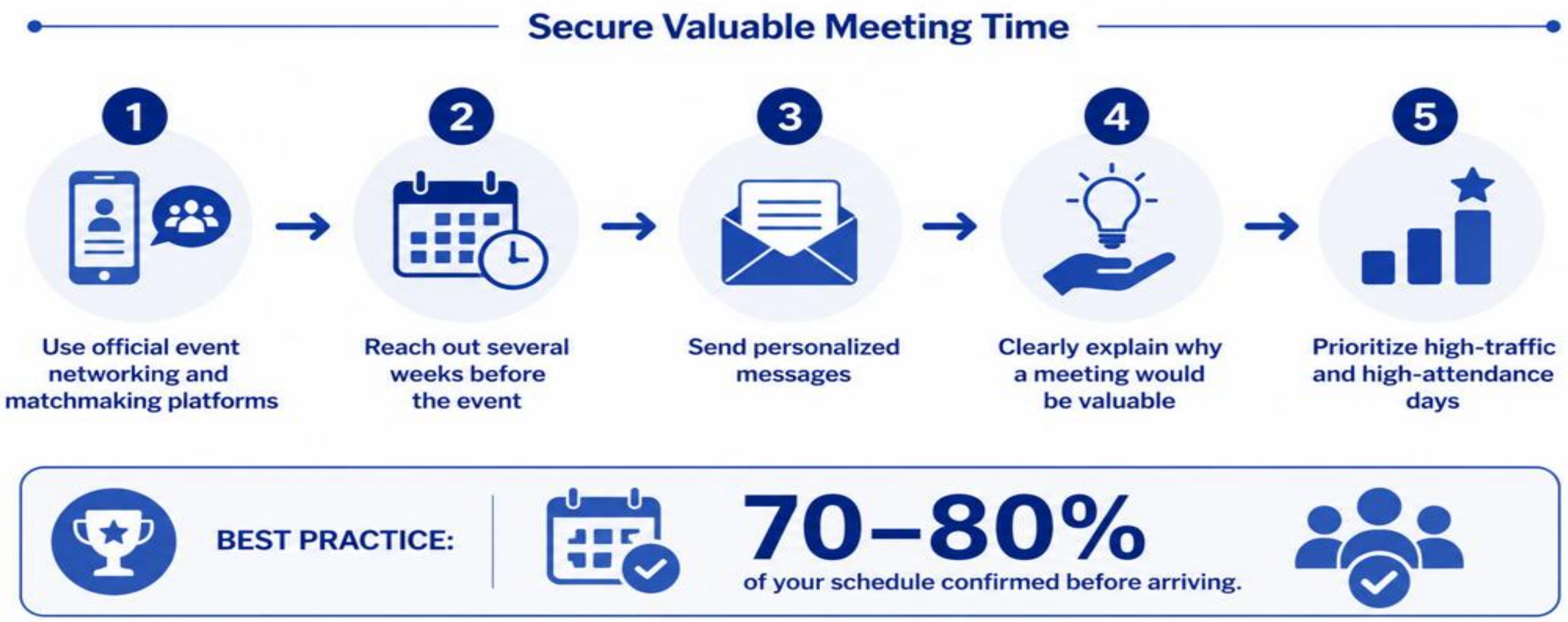
Pre-event preparation - Research & Planning

Goal: Arrive with a targeted prospect list rather than relying on chance meetings

Know Who You Want to Meet

- Review exhibitor and attendee lists
- Identify potential clients not currently represented in your market
- Research prospects growth plans and expansion strategies
- Prioritize prospects expanding into markets where we have proven expertise
- Understand each airline's business challenges and opportunities

Schedule Meetings Early



Target the Right Audience

Focus on Decision-Makers

Commercial Directors	Regional Sales Leaders	Route Development Managers	Network Planning Teams	Trade Marketing Professionals	Global Partnership Managers
Drive commercial strategy and results	Lead sales performance and market growth	Identify new routes and market potential	Plan network, capacity and optimization	Develop partnerships and trade strategies	Manage global alliances and partnerships

Ask Yourself: "Can this person influence or make decisions regarding GSA representation?"

During the event - Professional Presence

WHEN YOU HAVE A STAND

MAKE YOUR STAND WORK FOR YOU

- Attractive and professional design
- Clear branding and messaging
- Multilingual representatives
- Welcoming atmosphere
- Easy-to-access meeting area

BRING

- English-language materials
- Local market insights
- QR codes
- Short videos and digital presentations

Professional Presence

WHEN YOU ARE ATTENDING WITHOUT A STAND

You Can Still Be Highly Effective

Schedule Meetings in Advance

Plan ahead to secure valuable time with decision-makers.

Use Networking Lounges and Common Areas

Build connections in high-traffic, informal environments.

Attend Educational Sessions and Panels

Gain insights, stay visible and engage in relevant industry discussions.

Be Visible and Approachable

Introduce yourself, listen actively and create meaningful conversations.

Maximize Networking Opportunities

Move throughout the venue and connect with new people consistently.

REMEMBER: A strong meeting schedule is often more important than having a stand.

Listen Before You Pitch

UNDERSTAND BEFORE YOU PRESENT

Effective conversations focus on:

Client Objectives
Understand their priorities and goals.

Growth Plans
Explore their expansion and route strategies.

Market Challenges
Identify key obstacles and competitive pressures.

Sales Performance Expectations
Clarify targets and performance goals.

Distribution & Trade Support Needs
Understand support requirements and partnership expectations.

LISTEN FIRST
Ask questions and actively listen.

→

UNDERSTAND NEEDS
Identify what matters most to them.

→

PRESENT SOLUTIONS
Offer relevant solutions that create value.

APPROACH: Listen First → Understand Needs → Present Relevant Solutions

Networking Opportunities

BEYOND THE EXHIBITION FLOOR

Many meaningful conversations happen outside formal meetings.

PARTICIPATE IN:

LUNCHES
Build relationships in a relaxed environment.

PANEL DISCUSSIONS
Gain insights and connect with industry leaders.

NETWORKING RECEPTIONS
Expand your network in a social and engaging setting.

HAPPY HOURS
Create informal connections that open doors.

VIP EVENTS
Access exclusive opportunities and key decision-makers.

INDUSTRY ASSOCIATION MEETINGS
Stay informed and connect with peers and partners.

TIP: Be present, be approachable, and be curious.
Great opportunities start with great conversations.

Always Be Easy to Contact

BE PREPARED | Make it simple for prospects to remember and reach you.

Physical Business Cards
Have professional business cards ready to share.

Digital Business Cards (vCards)
Share contact details instantly and electronically.

LinkedIn QR Code
Let prospects connect with you in seconds.

Updated LinkedIn Profile
Keep your profile current, complete and showcasing your value.

Professional Email Signature
Use a professional signature with clear contact information.

BEST PRACTICE | Provide multiple ways for prospects to connect and follow up after the event.

Make it easy to connect. Easy to remember. Easy to reach. | Visibility creates opportunities. Accessibility converts them.

Stay Organized

CAPTURE VALUABLE INFORMATION | Small details help personalize future follow-up.

DURING AND IMMEDIATELY AFTER MEETINGS

TAKE NOTES
Capture key points, context and important details.

RECORD ACTION ITEMS
Write down specific requests, commitments and action items.

CAPTURE KEY BUSINESS NEEDS
Understand what matters most to the client and their priorities.

NOTE NEXT STEPS
Define clear next steps and follow-up expectations.

TAKE PHOTOS WHEN APPROPRIATE AND PERMITTED
Capture materials, booth displays or documents with permission.

BEST PRACTICE | Document key information immediately after each meeting while details are still fresh.

Organized Notes → Better Follow-Up → Stronger Opportunities

Post-event actions - Strategic Follow-Up

FOLLOW UP QUICKLY | Speed demonstrates professionalism and commitment.

WITHIN 3–5 BUSINESS DAYS

SEND A PERSONALIZED THANK-YOU MESSAGE

Thank them for their time and express appreciation.

REFERENCE YOUR CONVERSATION

Mention key topics discussed to show you were listening.

SHARE RELEVANT PRESENTATIONS & MARKET DATA

Provide valuable insights that support their business goals.

PROVIDE REQUESTED INFORMATION

Deliver the specific information or materials they asked for.

SUGGEST A FOLLOW-UP VIDEO CALL

Propose a next step to continue the conversation.

BEST PRACTICE | Follow up within **3–5 business days** while the conversation is still fresh.

Timely Follow-Up → **Stronger Relationships** → **New Business Opportunities**

Define Your Value Proposition

WHAT MAKES US DIFFERENT AS A GSA?

Be prepared to answer:
"Why should an airline choose us?"

POTENTIAL DIFFERENTIATORS

PROVEN MARKET EXPERTISE
Deep understanding of local markets and airline needs.

STRONG TRADE RELATIONSHIPS
Established and trusted relationships with key partners.

LOCAL MARKET KNOWLEDGE
In-depth knowledge of market dynamics and opportunities.

REVENUE GROWTH TRACK RECORD
Proven results in driving sales and growing revenue.

REGIONAL COVERAGE
Extensive network and presence across key regions.

DEDICATED COMMERCIAL SUPPORT
Responsive, proactive support focused on your success.

DATA-DRIVEN SALES APPROACH
Using insights and data to identify opportunities and deliver value.

BEST PRACTICE | Every team member should be able to communicate this clearly.

Know Your Value → Communicate with Confidence → Stand Out. Win More Business.

Key Takeaways

TRADE FAIR SUCCESS CHECKLIST

Success comes from preparation, execution, and follow-up.

RESEARCH ATTENDEES & EXHIBITORS
Know who's attending and what matters.

SCHEDULE MEETINGS EARLY
Plan ahead to connect with priority contacts.

FOCUS ON DECISION-MAKERS
Engage the people who can decide.

PRESENT PROFESSIONALLY
Make a strong and credible impression.

LISTEN BEFORE PITCHING
Understand needs before you present.

NETWORK BEYOND THE EXHIBITION FLOOR
Build relationships in and outside the booth.

TAKE DETAILED NOTES
Capture key insights for better follow-up.

FOLLOW UP QUICKLY
Respond fast while the conversation is fresh.

MAINTAIN A STRUCTURED LEAD PIPELINE
Track, prioritize and nurture your opportunities.

CLEARLY COMMUNICATE YOUR GSA VALUE PROPOSITION
Show what makes you the right partner.

BEST PRACTICE | Consistent execution across all phases delivers the strongest results.

PREPARE → **CONNECT** → **FOLLOW UP** → **GROW BUSINESS**

Leveraging AI Throughout the Event Lifecycle

How Artificial Intelligence Can Enhance Trade Fair Success

AI empowers your team at every stage to save time, work smarter, and close more business.

PRE-EVENT
Use AI to work smarter before the event

- Analyze exhibitor and attendee lists
- Research airlines, routes, expansion plans, and market developments
- Identify high-priority prospects based on strategic criteria
- Draft personalized outreach emails and LinkedIn messages
- Prepare meeting agendas and talking points
- Create market intelligence reports and competitor analyses

EXAMPLE:
"Identify airlines attending the event that currently have no GSA representation in Latin America and are expanding internationally."

DURING THE EVENT
Productivity & Engagement
Use AI as a real-time business assistant

- Summarize meeting notes instantly
- Convert voice recordings into structured action plans
- Generate customized follow-up messages
- Translate conversations and documents
- Create quick market analyses based on information gathered
- Organize leads and classify opportunities

EXAMPLE:
After a meeting, use AI to generate:
Meeting summary • Key opportunities
Risks • Recommended next steps

POST-EVENT
Follow-Up & Business Development
Accelerate lead conversion

- Draft personalized thank-you emails
- Prepare proposals and presentations
- Prioritize leads based on probability of success
- Create post-event management reports
- Identify trends and strategic opportunities from collected data

EXAMPLE:
Upload all meeting notes and ask AI to:
"Create a lead prioritization report with recommended actions for each airline prospect."

BEST PRACTICE | Integrate AI across all phases to maximize efficiency, improve decision-making, and drive better results.

PREPARE SMARTER → ENGAGE BETTER → FOLLOW UP FASTER → WIN MORE BUSINESS

Final Thought

TRADE FAIRS DON'T CREATE OPPORTUNITIES BY THEMSELVES.

The event is not the finish line — it is the beginning of the sales journey.

SUCCESS COMES FROM:

PREPARATION

Plan ahead, research thoroughly, and set clear objectives.

MEANINGFUL CONVERSATIONS

Listen, engage, and focus on building real connections with the right people.

CONSISTENT FOLLOW-UP

Respond quickly, provide value, and keep the momentum going.

LONG-TERM RELATIONSHIP BUILDING

Nurture relationships beyond the event to create sustainable business opportunities.

KEY MESSAGE

Great results come from preparation, conversations, follow-up, and long-term relationship building.

PREPARE → ENGAGE → FOLLOW UP → BUILD RELATIONSHIPS → GROW BUSINESS

Q&A

Thank you!