

the green room

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A graphic of green paper figures holding hands in a circle, set against a light blue background.

Marketing Insights

"Foster a sense of community and connection"

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Welcome...

To the 2nd edition of *The Greenroom*: A fusion of articles inspired by business, marketing, self-development, well-being, and creativity.

In the early years of the theatre there was always a room set aside for actors to spend some time composing their thoughts before going on stage. In the interests of calm, the walls and ceiling were painted green.

So grab a cuppa and settle into The Greenroom. We hope you find something to motivate or inspire you over the following pages. Let us know if you'd like your business to be **featured in the next edition**. We'd love to hear from you. Please pop an email over to thegreenroom@nettl.com

exhibition

ASK AN EXPERT

Chris Davies is Event Director at The Print Show, an annual trade show for the printing industry held at the NEC in Birmingham.

The show attracts over 125 exhibitors and more than 6000 visitors each year. Chris built the show from the ground up and has over 20 years' experience working in the industry. So, we took a moment to chat to Chris about what visitors are looking for from attending shows, and how exhibitors can make the most of the opportunity.

In your experience, what makes an exhibition stand truly stand out to visitors?

Exhibitions stands need to be visually appealing; something that print companies are all too aware of, given the visual nature of printing. Whether this is bright colours to capture the attention of passers-by, or high-quality images on flags and banners; print plays a key role in exhibition stands.



What are some creative ideas for giveaways or competitions that you've seen work well at trade shows?

We have run several competitions over the years at The Print Show. Most recently, we ran a 'Golden Ticket' draw, whereby we sent out thousands of printed golden tickets to the industry, which they could then bring with them to the show, scan upon entry and have their name entered into a draw to win a host of prizes. One year we even gave away a Print Show-branded pinball machine!

How important are speaking opportunities at trade shows, and how can businesses best prepare for them?

Hugely important. There are little other opportunities to speak to a focused audience from your key target market. We run the Knowledge Zone at The Print Show, with the schedule packed full of knowledgeable and engaging speakers from print and related markets.

Any tips on how exhibitors can generate interest and opportunities before the show even starts?

In my eyes, pre-show marketing is crucial; you need to let your customers know that you are going to be at the show so they can come along and learn about your latest offerings. This does not need to be an expensive venture, with social media helping you broadcast your message for free.



After the event, what are the most effective ways for exhibitors to follow up with leads and contacts they've made?

For me, it's good old fashioned phone calls. Emailing is great for sending over extra details, but nothing beats picking up the phone and speaking to someone. It is much more personal and will leave a lasting impression.

Do you think it's beneficial for businesses to attend trade shows not directly within their industry but are related to their clients' interests?

Absolutely. In print, we have seen so much diversification in recent years, with the lines between print and other industries – such as sign-making – blurring. Attending a show that may not be focused on your core business can help open your eyes to opportunities in other areas.

For all your print, digital & exhibition needs
Contact your local Nettle studio

nettl.com/ie/studio-locator



GROW YOUR OWN EXPO

Exhibitions can be expensive. Whilst there is a time and a place for them, we've found that **self-led events in your local area can be just as effective.** Whether you sell B2B or B2C, there is a huge opportunity in local eventing. But where to start?

Here's a simple 10 step plan for hosting an event in your town.

THE BASICS



Date – avoid weeks with a bank holiday near them and check for sporting or music events that could cause travel chaos on the day of your event.



Time – guests are likely to be other business owners, or employees, so we've found that holding events between 3 – 7pm midweek works well.



Venue – consider holding the event at your workplace. Guests will get a better feel for your business, plus, it's free! If you don't have space, look for interesting spaces to hire like galleries or period style buildings.

THE GUEST LIST

Compile a guest list from your client database or buy targeted data. Aim to invite as many people as possible to ensure you end up with a decent number of guests. In our experience, 10% of those invited will register to attend, then 50% of those will turn up on the day.



THE FUN FACTOR

Having a fun factor is another incentive for people to attend. It helps to break the ice and guests will stick around for longer. We've held a silent auction, ran a beer pong tournament and hosted game shows.



THE ONLINE

Create an online home for your event. Whether that's a landing page, or a one page website, we can help. We found Eventbrite a useful tool to manage registrations and the ticketing process.



THE PRINTING

Ask us to design and print some unique invites. Before you post them, make sure your online pages are live. We can also help with sales brochures, leaflets or any marketing materials you want to hand out on the day. Ask us about workwear for your team and branded merch too.

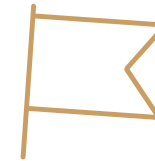


THE SOCIALS

Social platforms are a great (and free) way to spread the word about your event. Schedule regular posts in the run up to your event. Need help? Check out our Social Media packages at: nettl.com/ie/social-media

THE DECOR

Make your event space look amazing. Branded fabric backdrops, tablecloths and deckchairs can work wonders in an empty space. Put flags and banners outside the venue to help with navigation. Ask us for ideas.



THE EMAILS

Schedule emails to go to the guest list in the lead up to the event. One to coincide with the invites landing, one 2 weeks prior, and one 1 week prior. Make sure you have permission to email beforehand.



THE BIG DAY

Make sure everything is ready at least 30 minutes before the advertised start time. Try to engage with every guest and collect details from everyone who attends.



THE FOLLOW UP

Your event will likely pass in a blur so it's important to follow up on those contacts. Schedule calls and emails in the days following the event to continue conversations.



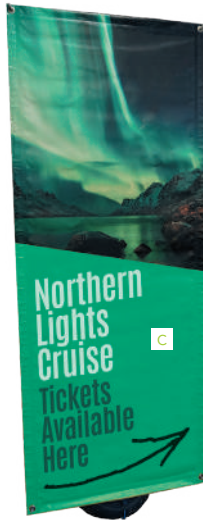
NO ROUTINE MISE EN SCÈNE

When you exhibit, you're competing with hundreds of other businesses to capture the attention of visitors. Sometimes, you'll have just one working day to do that. When the stakes are so high, it's imperative to make the most of the opportunity. Our advice is to carefully plan how your stage will be set. Use snappy slogans, inspiring images and an inviting layout to attract the crowds. Here are our top product ideas to help create a successful exhibition space.



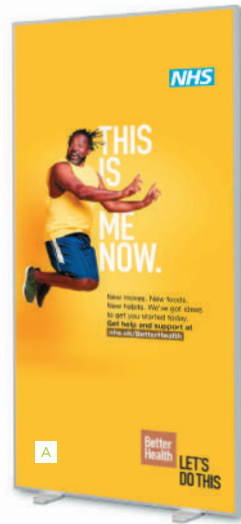
B REGULAR DECKCHAIRS

Attending an exhibition = a high step count. They're exhausting. But, visitors may be more inclined to pay your stand a visit if you have some comfy seating options on offer. That's where our branded Deckchairs can help
€133.40 for 1 FDSWAFC



C OUTDOOR BANNER STAND

Fully waterproof, our outdoor banner stand is perfect for promoting your brand or event in outdoor locations all year round
€341.00 for 1 BSPOBPVC



A LIGHTBOXES

Illuminate your brand's key messages with a floor-standing lightbox. Make the design bright and bold for maximum impact. Search 'Lightbox' at nettl.com for more details
from €350.32 WMPVFLOO



D PENS

Branded Pens are the ultimate exhibition giveaway. They're small, light, useful and will act as a permanent reminder of your business every time they're used.**.250 for €268.03** WMVICURV



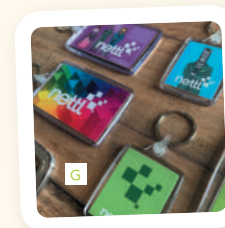
E ECO TENSION X BANNER STANDS

PVC Free 360gsm lightblock grey back banner stand
0.6x1.6m
from €103.29 WMNECOA



F PULL UP ROLLER BANNERS

2m high – perfect for quick and easy, occasional-use expo displays
from €119.00 WMMBUDG



G KEYRINGS

Keyrings are also a great choice for an exhibition keepsake!
500 for €490.65
WMAVAC12



H POP UP DISPLAYS

Feature a sturdy metal frame and vibrant printed fabric cover for full exposure on both sides. Quick to assemble and ideal for highlighting key messages
from €254.60 WMPVT03



J TABLET STANDS

Bring an interactive element to your exhibition stand with a data capture form, video or PDF brochure displayed on a tablet and secured to a Padium Tablet Stand
Get 1 for €309.80 FDSOSAFK



I BOOTHS

Make a semi-private space in the vastness of an exhibition hall with a printed fabric Booth. Ideal meeting areas for those more in depth conversations
Get 1 for €1,345.40 WMPVEMBR

Marketing Insights



Westbank Community Health and Care is a charity based in Devon offering a diverse array of services to support people's physical and mental health and wellbeing.

We spoke to **Katie Elliott**, Head of Fundraising and Marketing at Westbank, about how they promote the charity, how they raise awareness of the services they offer, and the challenges they face. Although a charity, there are lots of parallels with the marketing and engagement challenges that businesses can relate to.

What are Westbank's primary goals?

Our primary goals are to support people's physical and mental health and well-being, helping them live happier, healthier lives for longer. This mission guides all our services and initiatives.

What role does community engagement play?

Community engagement is key. By organising events that bring people together, we foster a sense of community and connection. This not only helps individuals feel supported but also builds a network of advocates who can help us further our mission.

So events are an important part?

Events are crucial. We run many events aimed at getting people together. The primary value of these events is community engagement and connection. For example, our "We Are Westbank" event brings together employees and volunteers, allowing them to connect and understand the broader scope of our work. The learning about Westbank's services happens naturally as people interact and share their experiences.

What other ways do Westbank promote themselves?

I think it's important to have a mix of things. In addition to events, we use our website, newsletters, social media, PR and printed materials. And of course, word of

mouth referrals. We do like showcasing case studies and testimonials to illustrate how we help people, which makes it easier for others to see the impact of our services.

So printed literature plays a big part?

Yes, printed material is still very important, especially for our older demographic. People like to have something they can take away with them, or read at their own pace in the comfort of their home. Or share with loved ones.

What are some of the biggest marketing challenges you face?

A major challenge is that people often don't always realise we're a charity. Additionally, communicating the breadth of services we offer can be difficult because we help a wide range of people in many different ways.

Is this something you aim to tackle through brand awareness?

It's a combination of things but yes, cohesive branding is very important to us.

We rebranded as a charity in November 2022 and are currently rebranding our individual services to ensure consistency and continuity. This helps reinforce our identity as a charity and makes it easier for people to recognise our various services as part of Westbank.

What changes were made during the rebranding?

We updated our logo and created new brand guidelines. This rebranding effort involved standardising the look and feel of all our materials, ensuring a consistent brand image across all services. We're also working with Nettle to rebrand our signage and wayfinding, further raising our profile and showing consistency across our operations.

Can you provide an example?

Yes, for instance, we have rebranded eight of our services to align with the Westbank family. If you put them together on a page, they all look and feel part of the same organisation.

How can people support Westbank?

The best way to support us is through our website, where people can make donations, volunteer their time, or contribute in other ways like donating food products or materials for our community projects.

www.westbank.org.uk

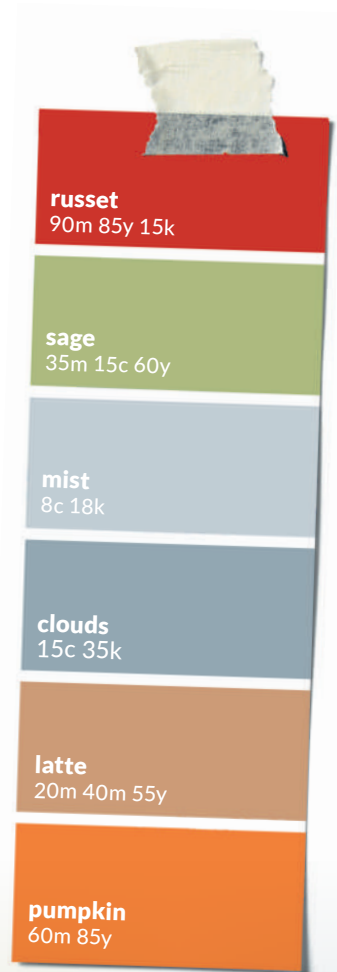


colours of autumn

A change in season brings a new vibe. Could your marketing take inspiration from autumn's calming but cosy colour palette?

Autumn 2024 arrives with a sense of tranquility. Trees and shrubs are transformed with hues of **russet** and **sage**, wrapped in the soft morning **mist**, whilst brooding **clouds** gather on the horizon.

As the mild air turns cool, you head indoors for a comforting café **latte** and warming bowl of **pumpkin** soup.



5 MINUTE WEBSITE AUDIT

Before you head out to exhibit at your next event, take a moment to review your website. Every expo visitor will have a smartphone, and they'll likely be checking out your website on-the-go as they stroll around the exhibition hall.



Now, you might think you know your website, it is yours after all, but it can be a bit like contemplating your own face. You think you have a pretty good idea of what it looks like, until you unexpectedly catch a glimpse in a badly lit mirror one day!

Things to look out for include:



Responsiveness: How well does your website work on a mobile phone? Does it reflow to fit different devices? Has the content been optimised for mobile?



Experience: Is it easy to read and navigate? Will visitors be able to see immediately what you do? Is your branding consistent?



Relevance: Is the content up to date? Does it still reflect your offering? Things like out of season menus or links to events that have already passed will make it look dated, or even worse, that you're not in business anymore.

Don't just assume it's all good. Look again as if you're seeing it for the first time. If you think you need a bit of a website refresh after all, or even a brand new one, ask us for help. We're your local website experts.

Get an instant quote at www.nettl.com/ie/webquote



EAT YOUR GREENS

As you'll see from our logo, we're a fan of green, and not just because it looks good on us.

Green usually means good. Especially when it comes to food. Energy boosting and nutrient rich. Exactly what your body needs to survive a day at the exhibition hall.

Here's a few energy boosting, nutrient giving and most importantly **GREEN** food recipes to try next time you're on the expo circuit.



Green Energy Smoothie

For a morning boost

- 250ml plant or dairy milk
- 1 banana
- Handful of spinach
- 1 tbsp nut or seed butter
- Pinch of cinnamon

Add all the ingredients into a blender and blitz until smooth.

Green Energy Balls

For sensible snacking

- 3 medjool dates
- 15g oats
- 60g nut or seed butter
- 2 tbsp matcha powder
- 1 tbsp chia seeds
- 1 ½ tbsp maple syrup



Chop the dates into small pieces and place into a bowl with all other ingredients. Mix to bring together. Use your hands to shape the mixture into 8 balls, then place in the fridge to set.

Green Energy Salad

For avoiding the PM slump

- Romaine lettuce
- Baby spinach or chard
- 1/2 cubed cucumber
- Handful edamame
- Salted pistachios (optional)

In a bowl, combine all the ingredients and top with the pistachio if using.

For the dressing:

- 1 ripe avocado
- Herbs (parsley, basil, chives)
- 1 lime
- Capers or green olives
- Extra virgin olive oil
- Salt & pepper

Blend all ingredients until the mixture is smooth. Pour in 1/4 cup of water and blend again. Add more water, 1 tablespoon at a time, until the dressing reaches a thick, but pourable consistency. Season with salt and pepper.



The PLACE to GO to

GROW YOUR BUSINESS

★ ★ ★

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