



popkomm



Checklist - „How to Popkomm“

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Getting started

10 weeks before Popkomm

Basics:

- Stand, tickets, flights, hotel, etc. are booked?
- You ordered additional services, organised the transport of your materials forth and back?

Promotion:

- Planning promotion is to define the number and quality of contacts you want to generate.
- Remember, leaving flyers lying around is a waste! Paper flyers cost money and are mostly thrown away. So:
 - Should I avoid flyers completely and instead produce a small amount of high quality info material?
 - Can I produce promotion material digitally and send it before or after?
 - Are there relevant media in which I can place ads before or during the event?



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Getting started

10 weeks before Popkomm

Schedule:

- Check: Is my data in the online participants list correct?
- Begin to make contacts and plan meetings.
- Tip: Keep an occasional hour free to allow for coincidental/unscheduled meetings.
- Start to make and prepare for meetings well in advance.
- Develop strategies: Prepare arguments, who's interested in what, get to the point – don't rattle on about parts of your portfolio that aren't relevant to your contact.
- Lobby work means visiting lobbies: Scan all evening events, are there board meetings, conference panels where I might meet interesting people / top decision makers?



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Getting started

8 - 2 weeks before Popkomm

8 weeks before Popkomm / First contact :

- You've started to phone potential business partners.
- You've mailed them preliminary contracts, proposals, etc. before you meet them to prepare your meetings...
- Have I prepared press releases that can be given to the press centre if a contract is signed?
- Do I have a product to launch? Spread the word through a press conference.
- You've asked for invitations to events that might be interesting for you.

2 weeks before Popkomm :

- My schedule is full.
- I have the mobile phone numbers of all partners/dates.
- I've sent/received information necessary to prepare for the meeting and did internet research regarding my contacts/their companies.
- I have a city map and know how to get to where I need to go.



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During the event

Schedule:

- Stick to the schedule! Respect others' time pressure/ stick to the point.
- For each fixed date I have a SMALL but high quality info packet prepared to present or to send later.
- Emergency case (Mobile phone chargers, office materials...)
- (Don't forget food and drink...)
- Showcases – where will I meet bookers, agents, decision makers who are important for me? That's right, also at my competitors' showcases!



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And what's next?

The weeks after the Popkomm

1 week after Popkomm:

- I've written a mail to all the people I met.
- I've mailed all material that I promised.

2 weeks after Popkomm :

- I've phoned and mailed all potential clients / partners again.
- No success without follow-up action - some say a trade fair is only a preparation for follow-up actions.
- Always conduct follow-up actions in writing and by telephone.
- Later: Continue all unsuccessful discussions by telephone.

Question?

- Which actions lead to a direct success?
- Where can I make saving next time?
- Where were the problems?

... have a great time in Berlin! see you soon.