

As a ghost-writer for WooContent, I wrote the below article for IGO Promo.
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7 killer tips for generating new business leads at a conference

Conferences and events can be daunting, but they're a necessary part of networking and lead generation for any business. You need to focus on selling your brand and ensuring people are interested in collaborating with you. They need to remember you after the event.

These 7 tips will help you maximise lead generation at a conference so you make the best use of your time and efforts there.

1. Let gifts and freebies do the talking for you

[Personalised water bottles](#), pens, power banks and other giveaways are a great way to grab the person's attention and they also work as a conversation starter. They will see your brand on the item, and if it is useful and of high quality like those on [IGO Promo](#), they will continue using it in their daily lives. You will be memorable to the person, and your gift will go on to do further free marketing for you.

2. Choose the right location

Once you enter the conference it is important that you set aside the first 15 minutes to walk around the whole space to get a clear idea of the layout. You need to know which

parts of the room are likely to draw a crowd, which booth is quiet and where you can get the best visibility.

Grabbing people as soon as they enter might seem too pushy, and leaving it to the end won't get the enthusiasm you're looking for. Find the perfect middle ground that works.

3. Offer an interactive experience

If you have your own booth at an event, include an engaging and interactive experience that draws leads in. Whether they get to try your product or watch a demo, try to be entertaining, educational and memorable.

If you don't have a booth you can still be interactive in the stories you share. Be a good listener and engage in conversations to build connections that add value to both parties.

4. Explore and walk around

There's no point standing in one spot hoping customers and leads come to you. You need to take an active interest in what's happening in all areas of the conference that are relevant to you. Attend talks, visit booths, engage with suppliers to learn more about what they do and how you can help them.

5. Research the attendees beforehand

The events industry in the UK accounts for [more than 50%](#) of the country's visitor economy. This is a great source of leads for any business to tap into. If you are eyeing some important connections at a conference, it would be good to be fully prepared before you approach them. Identify a shared passion, a problem that only you can solve or one of their recent achievements you can congratulate them on.

6. Grab an opportunity to speak

A great way to get people to notice you is if you're given a key spot to speak or present as part of the agenda. Approach the organisers well in advance to see how you can get involved.

7. Be open to feedback

Generating a successful lead is not just about what you can do for them, but also how they can help you. Ask for genuine and honest feedback. People love sharing their opinion and they're likely to connect with a brand that values it.

The bottom line

Whether you have an individual booth or walk around the conference, these 7 tips will help you channel your networking efforts the right way to generate the leads you are looking for. Always make a follow-up plan for next steps with every person you build a connection with.

Conferences are time-consuming and require investing your money and effort. Always go with a plan and clear goals in your mind to set you up for success, and you're bound to see results.