



Strategies For A Successful Health Fair

“Displays” Your 30 Second Image:

That’s right; you only have 30 seconds to grab the attention of a potential client. Make the most of those 30 seconds. The rule of thumb for setting up a successful display is to remember the 3 S’s: SIGHT, SMELL, and SOUND. People are attracted to new experiences by their senses, usually first by the visual, closely followed by the smell and then the sound. Start with a brightly colored display (keep it simple) sticking with your business colors is always best—an association to you and your business is the key here. Think 3-D, use different size boxes under a drape to add dimension to your table. If your display consists of mostly handouts, use your imagination...place literature in unique containers related to your business: use baskets, a brass letter holder, kitchen items, medical items – let your imagination run wild and be creative!! For smell, add some potpourri or fragrant oil – available in everything from chocolate to baby powder. Or fresh flowers. Then the final touch –soft music or even the recorded sounds of nature. Whether you incorporate one or all three you are sure to see a response at the event.

Health Fairs by 7company encourages you to have a tablecloth in your company colors and with your logo on it.

Is your exhibit “user friendly?:

Do you make it easy for visitors to see and hear what you are selling? Take a look at where the signs in your booth are placed. Are they in the line-of-sight? Can visitors traveling down the aisle see them? Or are they placed too low, as in most cases? Many exhibitors design their booth for an empty hall, not one full of people. But it only takes one person standing in front of your booth to block out that important sign – when it is placed below waist level. Check it out, you’ll see what I mean. The solution is simple: Don’t place anything below 4’ that you want visitors to notice. On a related note, does your booth layout make visitors physically uncomfortable? The answer is YES if you make them bend over for long periods of time. If you must show an interactive product (such as a computer program) provide a chair for your prospect.

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A Welcome Invitation:

Attendees are often hesitant about trying products displayed in the booth. You could put out a sign that says “Try Me”, or “Ask me about a free massage”, or whatever service you may be offering. A direct invitation to get involved is better than making the visitor guess if it’s “OK.” An even better idea is to issue personal invitations to passers-by.

Sales:

Retail sales are not allowed at most health fairs. Health fairs are meant to be a benefit to the employees and you should be providing education and an interactive service if possible. You may collect information from the employees for later follow-up. Free screenings, giveaways, food samples and door prizes will draw attention to you.

Follow-up:

Follow-up is key to your success. Bring your appointment book and set appointments during the fair. An incentive for an employee to book an appointment might be to ask them to donate \$20 to you which will be given to your charity. This technique gains commitment from the employee and allows you to fund raise for your active charity.

Be as interactive as possible. You may want to design a health evaluation for prospects to complete specific to your services. Do you send out a newsletter? Ask if they would like to be on your mailing list.

Packing/Unpacking:

If setting up and tearing down your booth isn’t going as quickly as you’d like, the problem may be the way you pack. Pack so that one box or container holds all that you need for one setup. For example, if you have two display tables, pack the graphics, products, table drapes, everything you need for each table in the same case. Then you can set up one table at a time, avoiding the confusion of searching through a booth of half-empty boxes for the items you need. This will also make breakdown easier – just pack in reverse of

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your set-up. Never list the contents of the containers on the outside- that tells the not-so-honest people what's inside.

Food and Feet:

Most of the health fairs run over the lunch hour. You cannot always depend on food or drinks being available at the health fair. Bring a water bottle and brown bag lunch. And, take care of your feet. Wear comfortable shoes. When your feet hurt, you show it in your posture and your face. And when you are hungry, you get distracted. Take care of yourself!

Prompt and Reliable:

Have your display set up before the fair opens. Not being ready when the employees arrive detracts from the image of professionalism that you want to convey. And, never leave early. You've committed to the event and by leaving early you say to the corporate client that you do not respect or appreciate the effort that's been made to put on a successful event. That could result in your not being invited to return for future health fairs. Sometimes the best business occurs at the very end of the day.

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