

# HOW TO GET THE BEST ROI AT BOAT SHOWS.



How to **boost your visibility**, create valuable **connections**, and get the most out of your time attending industry events.

# PREPARE & REACH OUT TO LEADS IN ADVANCE.

Prepare early by identifying which companies and people you want to engage with. Reach out to them well before the show starts.

We suggest **using LinkedIn** to connect and schedule a call to start building rapport before meeting in person at the show to run through the finer details of your pitch.

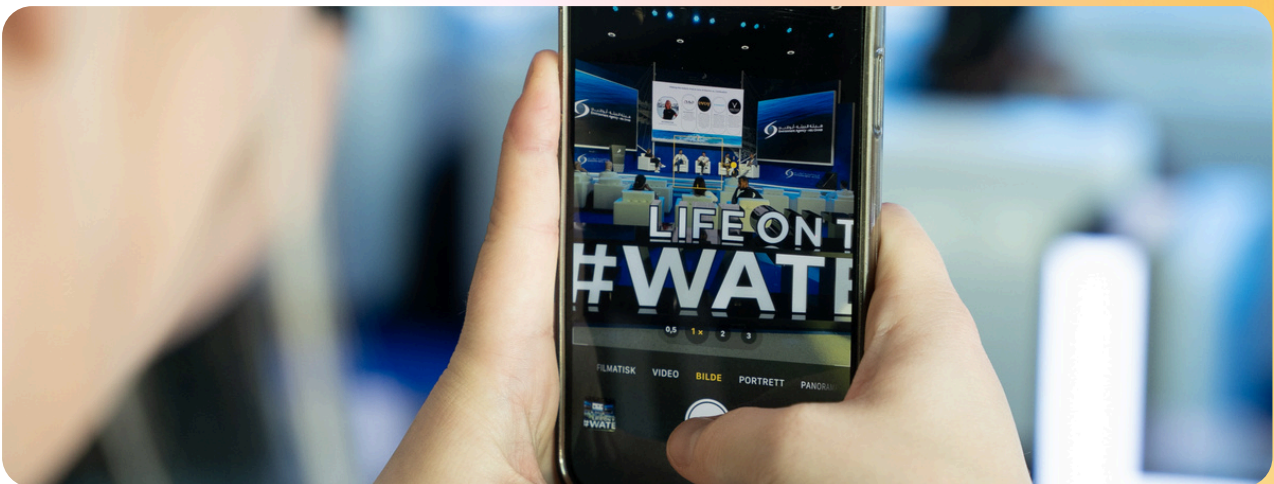


## For best results:

- Review speaker lists, exhibitor lists, and social media to identify who will be attending.
- Set a concrete date and time, and send calendar invites to make sure meetings actually happen.
- Invite contacts to networking events for more informal rapport building, such as happy hour drinks (often hosted by YV at our Innovation Zones.)

# HAVE A SOLID SOCIAL & COMMS STRATEGY.

Investing in this will help you **cut through the noise** and attract attention before, during and after events.



## Key actions:

- Announce your attendance early on socials and in your monthly newsletter.
- Share who from your team will be there and your exact location (stand number) at the show.
- Optimise both company and team profiles before the event for professionalism and consistency.
- Publish a press release with a strong CTA to visit you at the show.

# BE AUTHENTIC WITH CONTENT & GET NOTICED.

Capturing **photos and videos** at events is essential for showing that you're engaging in industry events, adding credibility to what you're building and maximising your ROI.

With remote work making in-person moments rare, it's also a great chance to highlight your team and company culture.



YV offers a full range of **content packages** and authentic interviews during shows. We suggest using the opportunity to promote a new product launch, opening of a funding round, or other strategic news.

# MAXIMISE YOUR BRAND IMPACT.

Boat shows are a major opportunity to boost brand awareness, so it's important that absolutely every **visual and personal touchpoint** is considered.



## Top tips:

- Prepare branding assets ahead of time, including flyers, roller banners, etc. (use a graphic designer).
- Design branded t-shirts for team uniform and avoid corporate styles. It's all about startup energy.
- Choose team members for the booth who are confident and engaging, and consider a team rota.
- For panels, select someone who represents your brand with enthusiasm and speaks well.

# MAKE THE MOST OF EVERY PARTY & EVENT.

Boat shows are social events and **connections often happen organically**, over a casual beer or a coffee.

To maximise your ROI at boat shows, make sure that you attend any conferences or panels that are happening alongside the official event.



Interested in hosting a social gathering or product showcase? **Ask us about using our Innovation Zone space** to organise your own event.

Community members can also tap into our network - ask us what parties and events are happening around the show, as we often receive invites.

# FOLLOW UP FAST & WITH CLEAR NEXT STEPS.



Making connections at boat shows is just the start  
the **real ROI is in the follow up.**

## **Make sure to:**

- Send personalised follow-up emails within a week, while the conversation is still fresh.
- Connect with new contacts on LinkedIn.
- Recap the discussion & suggest a clear next step.
- Log all interactions in a CRM, such as Hubspot, to stay organised and track progress.

# KEY TAKEAWAYS.

Attending industry events and boat shows require significant investment – both in terms of time and financially, so make sure you are going in with a well thought through strategy.

Success comes from preparation, execution and follow-through...**not luck.**

Remember that events are a great way to create more visibility around your startup, drive leads, catalyse partnerships, capture content, spend time with your team and **have fun.**

**See you at the shows!**

