

trade show
truth time

**Are you maximizing your
trade show presence?**



the b2b brand
basic to
breakthrough

Keith Walters

Principal + Strategist

big Number 1 idea

Brands are like people

Name

Face

Voice

Heart

Personality

Skills

Style

Family Attributes

Lifestyle

Branding is not only a logo.

Verbal
Visual
Experiential

big
Number 2
idea



Like it or not

**You can influence
and manage perceptions**

Define your unique story

The value your business brings

Verbal | Visual | Experiential

big
Number 3
idea

relationships

B2B = Relationships


Relationships are about
communication and behavior



relationships

**B2B is about helping
customers get their
work done.**

big
Number 4
idea

A person's head and hands are visible in the background, writing on a chalkboard. The chalkboard is covered with mathematical formulas, including $1 + k^2 \sigma^2 / 2$ and $\lambda + k^2 \sigma^2 / 2$. The person's hands are holding a piece of chalk, and their head is tilted down as they write. The overall scene is dimly lit, with the chalkboard being the primary source of light.


A person's character is defined by why—why they do what they do

Branding is defined by WHY

WHY = your inspirational story

Why what you do improves customers,
business and lives

Differentiate / Sway choice



**Goes to the brain and
connects with the gut**

Helps establish a visceral feel
for your organization

why



Microsoft

action

"We must rediscover our soul—our unique core"

- Satya Nadella, CEO, Microsoft

July 2014 memo to employees
Wall Street Journal, July 11, 2014

Not delivering long-standing software products (the what), but broadly — developing technology to help people live better lives and businesses run more efficiently (the why).

Less tactical — more inspirational!

thank

any questions?

you