

EXHIBITION FOLLOW-UP

Companies often face problems in arranging a proper follow-up after participating in a trade exhibition in Russia. Company representatives return home with a pile of business cards and have no time to get in touch with all the potential partners. For contacts with Russian companies an additional problem is the language barrier. E-mails can be misunderstood or simply deleted.

Lighthouse offers an Exhibition Follow-up program that overcomes these problems and gets the optimal result out of the participation in an exhibition.

Exhibition Follow-up is designed to reach results that the client, without the involvement of Lighthouse, would find difficult to reach or at best only after several visits to Russia. This program allows the client to make optimal use of all opportunities that a participation in an exhibition creates.

Goal, Objectives and Actions of Exhibition Follow-up

Goal	Objectives	Lighthouse Actions
Get an optimal result out of a participation in an exhibition	Creating a network of useful contacts	<p>Exhibition follow-up in order to search for potential partners:</p> <ol style="list-style-type: none"> 1. The client provides Lighthouse with the gathered business cards and the requirements for the potential partners. 2. Lighthouse files and structures these data (long-list). 3. Lighthouse contacts the companies to see whether they suit the formulated requirements and are interested in co-operation. Lighthouse creates a short-list of between 5 to 7 companies that best meet the interests and requirements of the client. The companies on the short-list are provided with price lists and delivery conditions of the client. Furthermore, company brochures between the client and the short-listed companies are exchanged. 4. The potential partners from the short-list are invited to personal meetings with representatives of the client in order to discuss concrete co-operation. Lighthouse organizes these meetings on behalf of the client 5. During the meetings a Lighthouse consultant is present to translate and to provide advice and recommendations to the client.

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We offer an initial one hour consult free of charge.