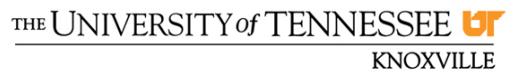




# Value of Conferences and Trade Shows

Brad Trento

6/13/13



Northeastern



Rensselaer



TUSKEGEE  
UNIVERSITY



UNIVERSITY OF  
WATERLOO



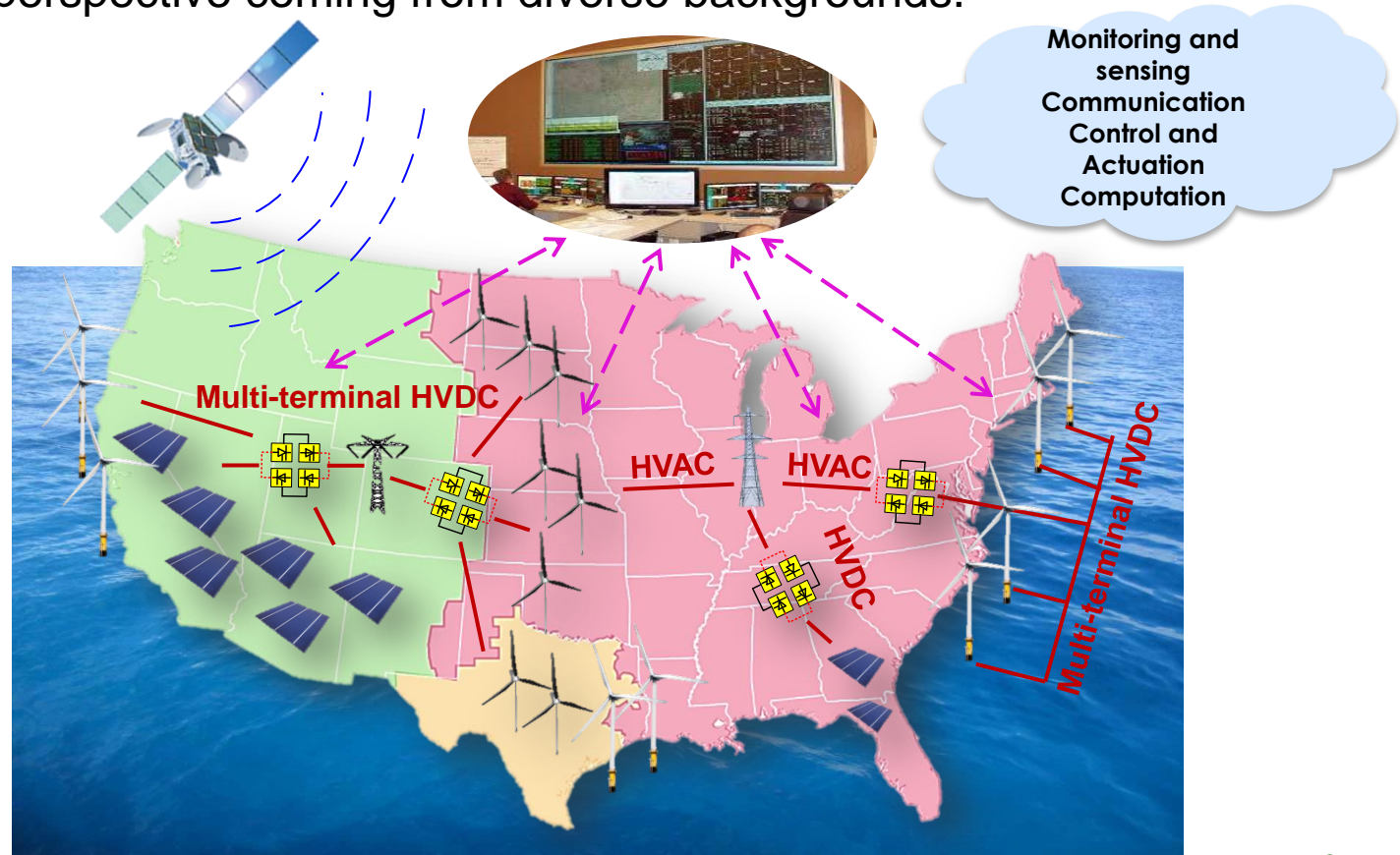
ΕΘΝΙΚΟ ΜΕΤΣΟΒΙΟ ΠΟΛΥΤΕΧΝΕΙΟ  
NATIONAL TECHNICAL UNIVERSITY OF ATHENS



清華大學  
Tsinghua University

# CURRENT Vision

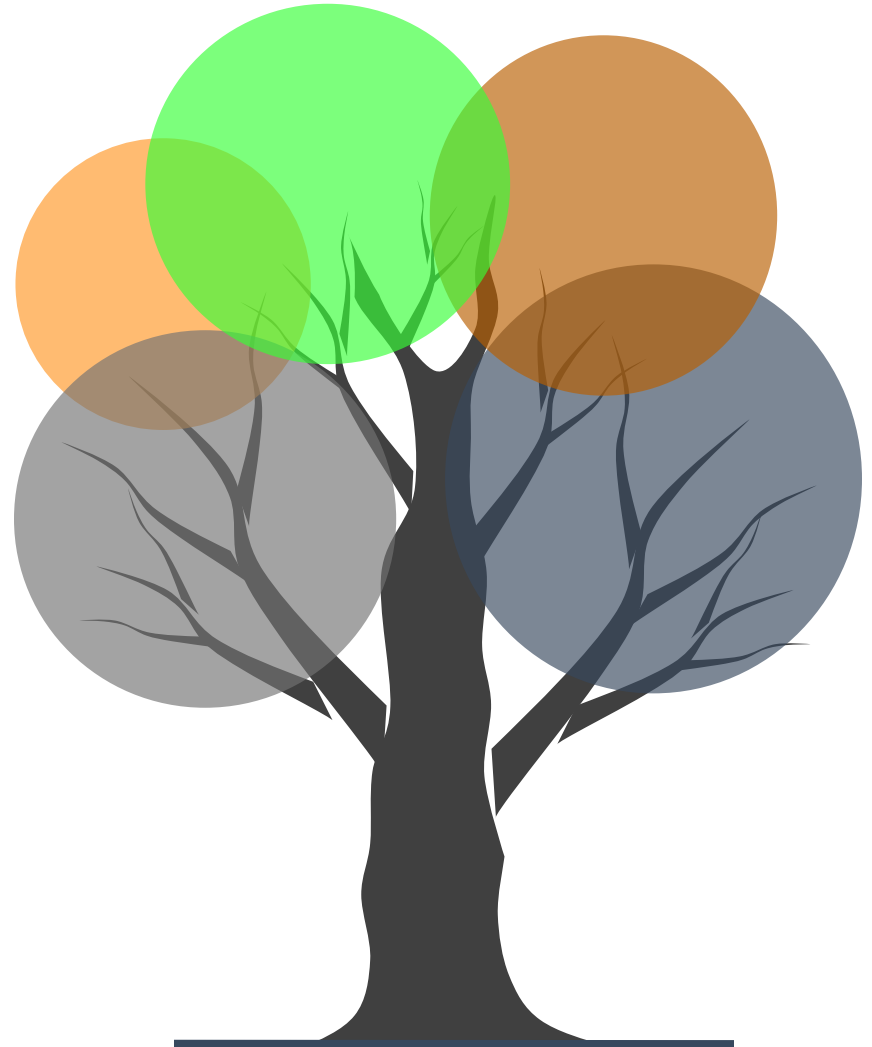
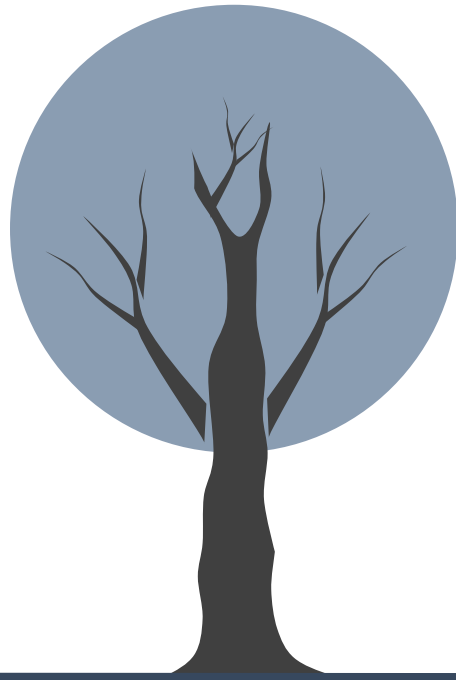
- A nation-wide transmission grid that is fully monitored and dynamically controlled for high efficiency, high reliability, low cost, better accommodation of renewable sources, full utilization of storage, and responsive load.
- A new generation of electric power and energy systems engineering leaders with a global perspective coming from diverse backgrounds.



# Continuing Growth

---

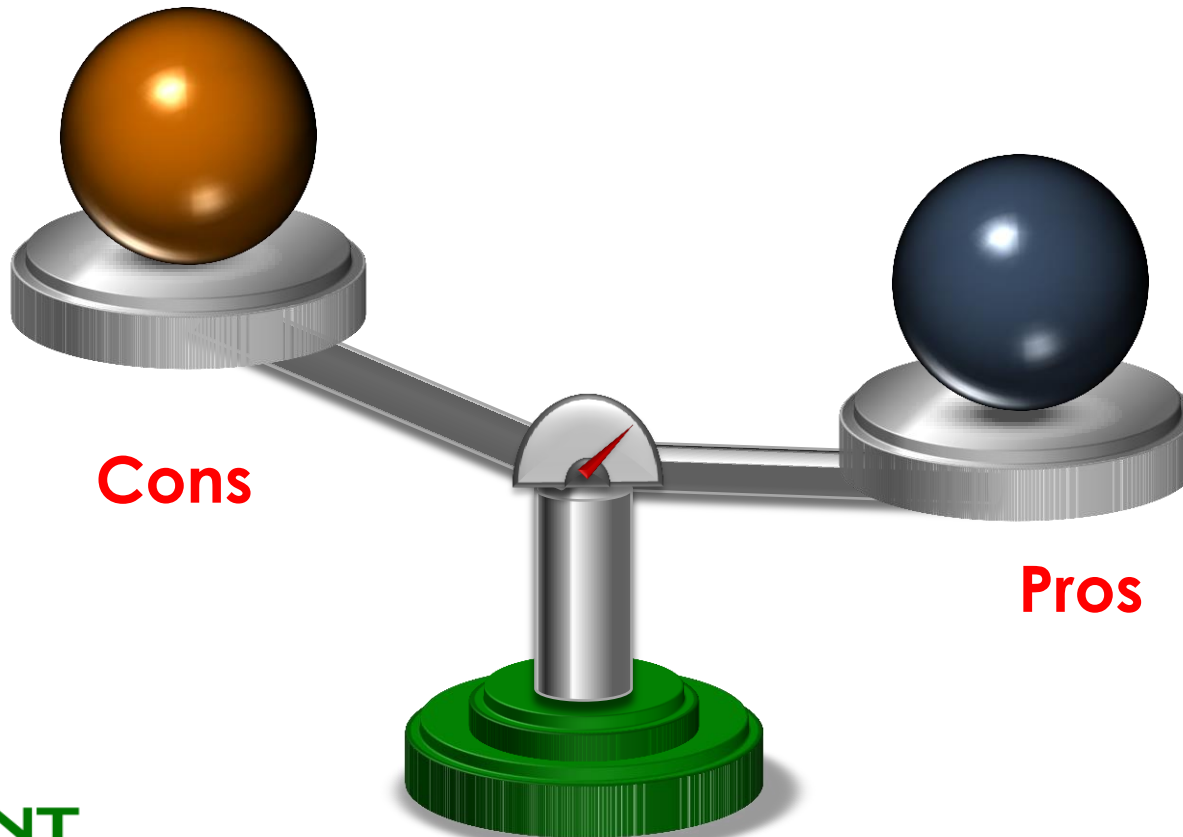
After you have exhausted the friends and family plan



# Value of Conferences and Trade Shows

- In my opinion, the pros outweigh the cons for exhibiting at conferences.
- You can't justify the value just based on membership

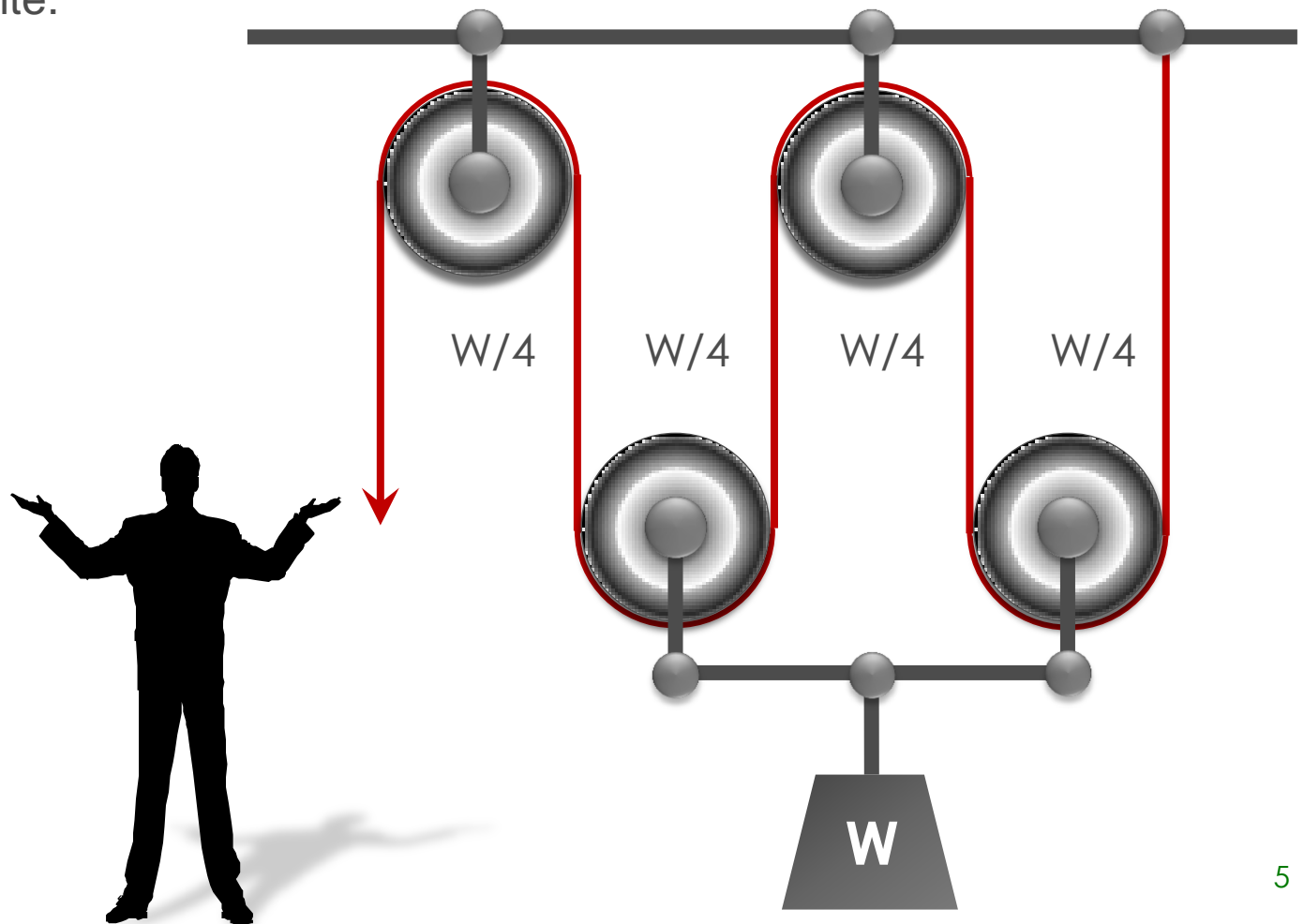
- Cost
- Time



- Face to face
- Lead development
- Networking
- Extend current base
- Market research
- Showcase your technologies
- Student recruitment

# Sharing the Financial Burden

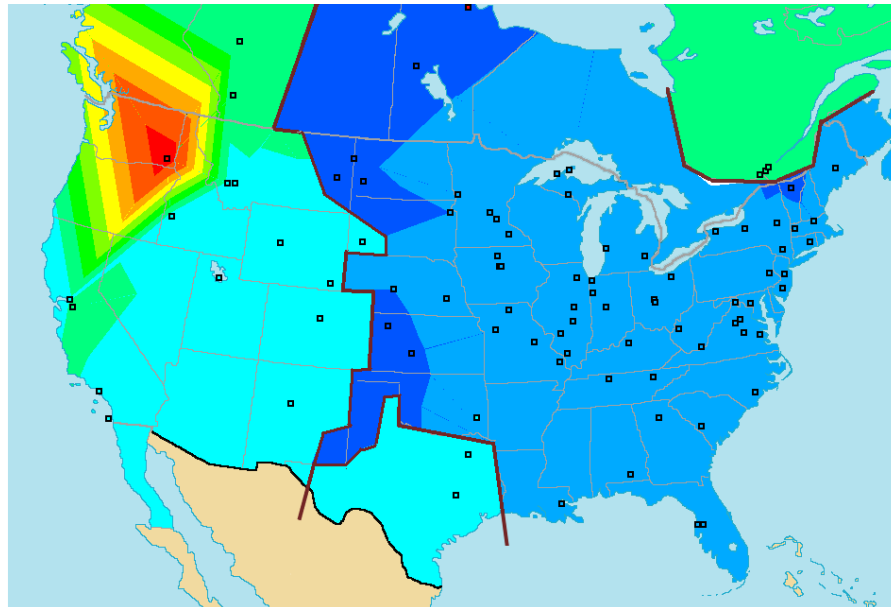
- Your department should really help pay for supplies (specifically pop-up displays).
- Cohost with one of your industry members. For example, if you decide to do a hospitality suite.



# Material

---

- The first time is really the hardest. Most of the brochures, flyers, etc., can be used for other events.
- If you have a communications and marketing person in the center, they should be able to help you develop the material. If not, see if your department has someone who can help.
- Most of the time for new centers is getting some type of portable demonstration that is eye catching.



# Picking the Right Trade Shows and Conferences

- For conferences, make sure your faculty and students are presenting
- Make sure the industry members your center is targeting will be attending the conference or trade show.



# Industry Retreat

- Schedule your industry retreat around an existing conference or trade show.
- Having your industry partners there while you are trying to recruit is extremely helpful. Make sure your IAB members, especially chair and vice chair, talk with potential members.
- At most centers, the retreat is a strategic planning period, so typically the discussions are high level enough for potential members to attend.





# Return

---

- Can't be done completely on membership
- Since we aren't selling products, you are mostly going for networking and to look for potential leads. It is really up to you and the leadership team how to gauge success



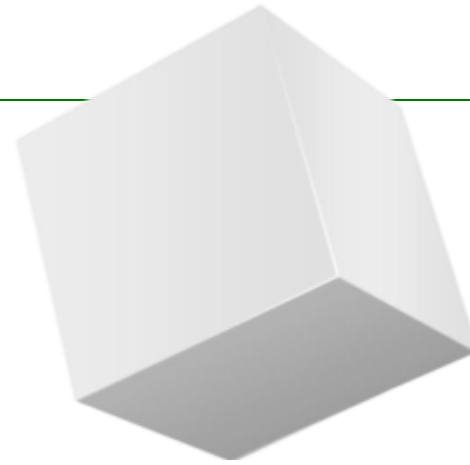
# CURRENT's Success

---

- Most of our success has been in finding leads and closing the loop with members who he have already been talking with
- We've had several graduate students who found out about the center through these types of events and are now trying to work with the center
- One company, who is in the process of joining, was a direct result of a conference where we hosted a hospitality suite. With a little help from our IAB chair.
- We've had several companies who saw our booth and presentations attend the center's industry day conference.

# Advice

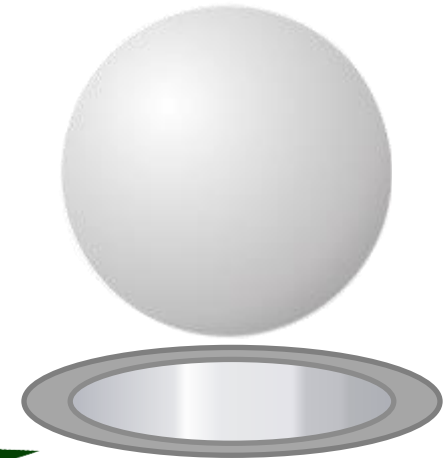
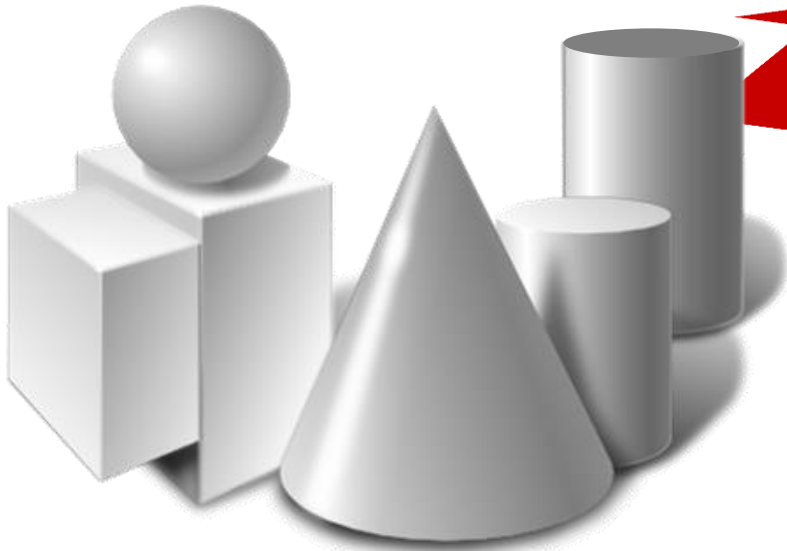
---



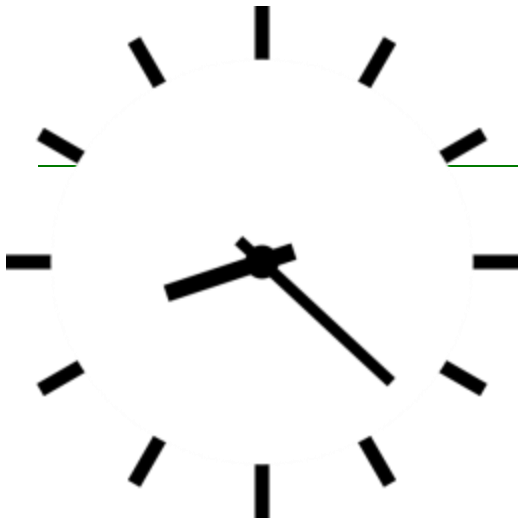
Reject the ones that don't work



Try many options...



Keep the ones that do



Q & A time

