

## How do you inspire motivation and team spirit at the stand?

**T**he stand team is an essential factor in an exhibition's success. Customers should expect a highly motivated and high-performance team. You can also motivate a provisional exhibition team.

### Kick-off

Shortly before the exhibition the group should assemble for a preparatory briefing with kick-off character. Participants at the exhibition need information on the organisation, the overall course and on

### Discussion

Teambuilding before the exhibition includes constructively and openly dealing with conflicting opinions. A team consensus can be built out of the sum of individual considerations. Provide the group with opportunities for discussion and absolutely allow controversial opinions. Sometimes this requires effort. The gain however will lie in the expression of profitable ideas, fostering team spirit. Occasionally responsibilities still to be delegated will also be questioned. Support the

### Motivation

Before the exhibition starts the contents, agreed-on group results and final organisation of the exhibition team have to be decided on. Decide together with the group "who does what where and when", as well as who is responsible. At the end have a "huddle", in which the team spirit is felt and shared. Have the participants stick their heads together, just like a fired-up sports team before an important match. Ask each one of them about their personal contribution to the exhibition's success, with

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oriented goals are vital for a well-functioning exhibition team. Define goals such as a high, but achievable number of talks with customers or specific business deals. Ambiguous or superficial goals do not inspire, but instead de-motivate players. People need challenges in order to feel and go beyond the limits of their own abilities.

### Praise

Make sure that what is achieved is visible and valuable – for the team and for each individual. During the exhibition give the team brief feedback on the fair's progress, such as at an early briefing: number of visitors, of notated talks and closed deals. Praise employees who have been particularly active. Tip: Let staff members come forward who are not usually at the centre. Thus you will motivate not only individuals but the whole team. Do not waste too much time on organisational matters at the early briefing, as the motivation aspect is actually much more important. At the mid-point of an exhibition lasting several days it is a good idea to invite staff to a relaxed evening get-together.

### Fitness

An exhibition is trying. Fitness is especially needed for events lasting several days. A couple of minutes of gymnastics together before the early briefing or at the end of the day will work wonders. Physical activity motivates strongly. So, take off jackets and ties, put your hands on your hips and let's go! Do not force anyone but lead people to do it. Tip: For large exhibition teams it is worthwhile hiring an attractive fitness trainer.



Photo: NürnbergMesse

**Gutes Gemeinschaftsgefühl am Messestand – wie hier auf der Nürnberger BioFach.**  
*Good team spirit at the fair stand – like here at BioFach in Nuremberg.*

their responsibilities. For clear orientation it is important to provide a visual, spatial image of the exhibition stand and the hall. Everyone wants to know after all exactly where they will be employed. A tip: ensure the active participation of the group from the very beginning. Let everyone briefly introduce themselves at the beginning for example and visualise the strengths and special wishes on a two pin boards.

discussion – even if you would prefer to decide things yourself. A tip: divide the group, give them tasks and discuss the results later on all together. For example: How do we deal with rush times, when there is a lot going on at the stand? How do we make a friendly impression on customers? Make sure that the subgroups are not homogenous but diverse. Choose team moderators who then can alternately pick their teams themselves.

answers formulated in a short, concise statement. Give everyone an appreciative feedback and the feeling that their contribution is truly essential.

### Challenges

Motivation is not an end unto itself for an exhibition team. It serves to increase the quality of work and positive feelings when performing services. For this reason clearly formulated, positive and competitive-