



Guide

Maximising Your Presence at



TOPSIDES[®]
UK 2024

Attending Topsides UK

Maximise your time on the floor and build valuable relationships.

Pre-Event Planning

1. **Research** the event schedule and highlight must-attend sessions and talks.
2. **Set clear objectives:** Are you attending to network, scout for new technologies, or find partners?
3. **Use social media** to announce your attendance and connect with others ahead of the time.
4. **Prepare** a concise 30-second elevator pitch about your company, focusing on what is relevant to Topsides and the offshore sector.
5. **Bring** business cards or digital alternatives to share easily.

During the Event

6. **Attend** sessions relevant to your industry and take notes for later follow-up.
7. **Proactively** approach exhibitors and speakers for introductions.
8. **Network** during breaks and social events—have questions prepared to open conversations.
9. **Take** photos or videos (where allowed) to use in post-event content
10. **Use social media** (LinkedIn or Twitter) to share your key takeaways, tagging relevant speakers or companies.

Post Event Follow-up

11. **Send** personalised follow-up emails to key contacts you met within 48 hours.
12. **Share** a blog or post-event roundup of key insights gained at Topsides, positioning your company as industry-aware.
13. **Engage** with speakers or exhibitors you met via LinkedIn and maintain contact.
14. **Review** your objectives and assess if they were met—refine your strategy for the next event.



Exhibiting at Topsides UK

Attract the right audience and make the most of your exhibition stand.

Pre-Event Preparation

- 15. Design** a visually engaging stand that clearly communicates your offerings—highlight one key product or service.
- 16. Promote** your stand across digital channels in the run-up to the event (email, social media, newsletters).
- 17. Arrange** meetings with key clients or prospects at your stand ahead of time.
- 18. Prepare** marketing materials that can be easily shared—consider digital downloads for sustainability.
- 19. Brief** your team on messaging and talking points, ensuring consistent communication across all representatives.

During the Event

- 20. Have** engaging and knowledgeable staff at your stand at all times—avoid leaving it unattended.
- 21. Promote** your stand across digital channels in the run-up to the event (email, social media, newsletters).
- 22. Gather leads effectively**—consider a digital lead-capturing tool to ensure no opportunities are missed
- 23. Offer incentives** for visitors (e.g., giveaways, free consultations, or discounts) to attract more foot traffic.
- 24. Encourage** visitors to follow you on social media in exchange for valuable content or whitepapers.

Post-Event Actions

- 25. Follow** up with leads promptly—categorise based on priority and send personalised responses.
- 26. Share** event highlights or a recap on your blog or LinkedIn, showcasing your participation and key learnings.
- 27. Measure** your success: How many leads did you generate, and what was the overall return on investment (ROI)?
- 28. Solicit** feedback from your exhibition team to refine your strategy for future events.



Speaking at Topsides UK

Position yourself and your company as industry thought leaders.

Before the Presentation

29. **Craft** a presentation tailored to the audience—focus on key trends, challenges, and solutions in the topsides sector.
30. **Practice** delivering your presentation to ensure clarity and confidence
31. **Use visuals** and data to reinforce key points—avoid text-heavy slides..
32. **Share** a preview or teaser of your presentation on social media to build anticipation.
33. **Develop** a digital or physical handout with key takeaways to distribute during or after the presentation.

After your Talk

34. **Share** the key points or recording of your presentation on LinkedIn and other platforms.
35. **Respond** to questions or feedback from the audience promptly.
36. **Connect** with those who attended your session and send any promised follow-up materials.
37. **Continue** the conversation online—engage in relevant discussions or posts from the event.

Bonus Tips for all Attendees

- **Social Media Visibility:** Use event hashtags and tag Topsides UK, speakers, and companies you engage with.
- **Stay Organised:** Keep track of who you meet, what you learn, and follow up as soon as possible to cement relationships.
- **Monitor Results:** Set clear goals for the event (e.g., number of leads, partnerships) and measure against them after the event.

