



# Info Workshop

**“Getting the most out of your presence at trade fairs”**

By

Heiko Visarius  
VISARTIS Healthcare GmbH  
Switzerland



## SALES WORKSHOP: TRADE FAIR

This is a series of workshops covering the planning, execution and follow-up to optimize the investment of *company* into a trade fair (Messe/Kongress).

### PART 1: CONGRESS PREPARATION

The first workshop covers all activities needed before the congress takes place. This includes for example:

- Goal setting, objectives for the congress
- Booth design and setup, material, messaging
- Equipment check, give away material, screen loop
- Accommodation, Transfer, etc.
- Target selection
- Closing on appointments
- Catalogue entry and other pre-congress marketing
- Pitching
  - Tag line
  - Value proposition
  - Elevator pitch
  - 5-minute pitch
- Corporate statement preparation (what do we answer to which question?)
- KPI selection, daily debriefing
- Name tags, team CI
- Contact system, what to do with all these business cards?
- Congress Tips & Tricks
- Reserving time for follow-up

### PART 2: CONGRESS

The second part covers activities during the congress and includes for example:

- At the booth
- Sign at the booth, what is our message?
- Here comes the CUSTOMER
- Unicorn identification
- Triage question
- Depart statement
- AIDA concept

- SPIN selling
- Congress Tips & Tricks

### PART 3: FOLLOW-UP

This part covers the time after the congress and includes for example:

- Structure the outcome of the congress (business cards, competitor info, etc.)
- Internal debriefing of congress, contacts, competition, learnings
- Specific customer follow-up

### WORKSHOP STRUCTURE

It is proposed to carry out the workshops as follows:

- |                                |                                 |
|--------------------------------|---------------------------------|
| • Part 1: Congress preparation | 09:30 – 12:30h, break at 10:45h |
| • Lunch                        | 12:30 – 13:30h                  |
| • Part 2: Congress             | 13:30 – 15:00h                  |
| • Part 3: Follow-up            | 15:15 – 16:00h                  |
| • Q & A                        | 16:00 – 16:30h                  |

About the speaker:



Dr. Heiko Visarius is an executive with international experience in the health care sector, especially in the area of medical device technology. A Ph.D. in engineering obtained in the USA and a Swiss/US MBA degree combined with his professional experience allow him to relate to a broad spectrum of business areas, such as sales, marketing, R&D, finance, supply chain and general management.

Dr. Heiko Visarius served as CEO of a successful start-up company with an associated exit. Since then, he held various leadership positions with global players of the medical device industry (Synthes/J&J, Medtronic). He had P/L responsibility in Europe for a 3-digit million USD revenue volume in a direct operation and also has extensive experience in the Emerging Markets.

The Swiss Confederation contracted Dr. Visarius as Innosuisse (formerly CTI) Startup Coach starting 2012. In that year, he also started VISARTIS Healthcare GmbH. Mandates are today in the areas of business coaching (also accredited for the European Union and Platinn), business development, expertise/juror and Medtech projects. Since 2017, he is also responsible for the Life Science part of the innovation agency of the canton of Bern (be-advanced).

In addition, Dr. Visarius serves on boards of companies in medical devices as well as the FHNW (university) and the Swiss Excellence Foundation. He and his family are located in Switzerland.