



EVENT TALENT ASSESSMENT

ProExhibits

Event talent is the lifeblood of a trade show or event. Having a well-trained, enthusiastic, dynamic event team is essential to the success of an exhibition strategy. Use ProExhibits' checklist to ensure you have the right people in place to achieve your goals.

Get the Right Personality

Before investing resources to equip an event team, ensure each member has the personality to reach your goals. This can be accomplished best by using trusted personality assessment tools like the Myers-Briggs Type Indicator® and the Kolbe A™ Index.

Myers-Briggs Type Indicator®

- Have each potential team member take the **Myers-Briggs Type Indicator®** <http://www.myersbriggs.org/>

In use since the early 1920s, this questionnaire continues to be utilized by some of the world's most successful organizations. Its assessment provides insight into an individual's preferences, engagement styles, and perceptions of the world.

The assessment breaks people into personality types identified by letters:

- Introvert (I) vs. Extrovert (E)
- Sensing (S) vs. Intuition (N)
- Thinking (T) vs. Feeling (F)
- Judging (J) vs. Perceiving (P)

Myers-Briggs indicates 16 different psychological types, predicting ways an individual will function within a given setting or career.

Great event talent will be:

- Extroverted (E) – comfortable and confident when dealing with people
- Feeling (F) – sensitive to the good of the client, not solely focused on making a sale

Confirm your potential team member has one of the following profiles:

- ENFJ – easy speakers, sociable, likes to create harmony and good at visualizing possibilities.
- ENFP – enthusiastic, creative, optimistic and has an eye towards the future.

The Kolbe A™ Index

- Have potential team member take **the Kolbe A™ Index** <http://www.kolbe.com>

This tool assesses an individual's instinctive strengths rather than their intelligence level or their personality and also determines their M.O. (method of operation). The Kolbe Assessment identifies four universal instincts in creative problem solving, called Action Modes.



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There are four different Action Modes:

- Fact finder – how a person gathers and shares information
- Follow-through – how a person arranges and designs
- Quick start – how a person deals with risk and uncertainty
- Implementer – how a person handles space and tangibles

Confirm your potential team member is a:

- Fact finder – effective at evaluating situations and likes to probe to find out more
- Quick start – enjoys experimentation and innovation

Excellent Demonstration Skills

Make sure your talent has the demonstration skills needed to generate leads.

Exercise: Have each potential team member prepare a step-by-step explanation of a simple process (e.g. tying their shoes) within a 10-minute time period. Be ready to ask a few questions during their demonstration to see how questions/objections are handled.

Your potential team member should be able to:

- Demonstrate superior communication skills
- Exhibit confidence while communicating in a fast-paced sales environment
- Clearly present their explanation to a stranger
- Demonstrate patience in answering questions about their explanation
- Show confidence under pressure
- Demonstrate good conversational skills, including:
 - Initiating conversation
 - Listening to potential clients
 - Driving the conversation towards the goal of matching clients' needs to your products or services
- Initiate conversation about your product/service with a stranger
- Effectively draw someone into a conversation
- Make direct eye contact
- Ask open-ended questions
- Demonstrate a level of comfort with new people
- Anticipate clients' needs
- Explain your product or service to a child, an adult, and an elderly person



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Mental and Physical Endurance

Working an event can be difficult. The hours are long and involve extensive time standing, few breaks, and sometimes days away from home and family.

Confirm via the interview process that your potential team member:

- Understands that the last day or hour of an event is as important as the first
- Is able to lift at least 20 pounds
- Can be on their feet (with few or no breaks) for 8 to 12 hours
- Is at ease with frequent travel
- Is comfortable being away from family and friends for an extended period of time
- Is able to rise early and go to bed late

Superlative Product Knowledge

Event talent should possess a deep understanding of your products and services. Be sure they can answer every question completely, confidently, and correctly.

Exercise: Have the potential team member sell you on any product or service with which they have previous experience. Prepare to give three objections; ie, price, quality of product and quality of competitors. Be ready to ask a few questions about their demonstration to see how they handle questions.

Great event talent:

- Is able to confidently and knowledgeably “sell” a product with which they’re familiar
- Is able to give basic and more detailed answers to the top questions and objections you gave

With the perfect personality, mental resolve, and demonstration/product skills, event talent will prove to be one of your most valuable investments in your event and trade show strategy. It will also be one of the most profitable!