

“We like to give attendees an experience when they come to our booth. When we exhibited at Comdex, award-winning Swedish chef Rickard Nilsson served food that attendees ordered via an interactive voice response solution developed by KI Consulting. That gave the attendee an experience (Rickard Nilsson) that he or she remembered, at the same time as we associated with an activity (the voice response solution) that is part of our core business. To draw attention to the activities we had people on the show floor handing out cards with the tempting headline ‘Are you hungry?’

LARS WESTBERG, FORMER HEAD OF MARKETING & SUPPORT, KI CONSULTING



“Look at your trade show appearance as a party where you are the host. Who do you want to come to your party, how do you put those people in the right mood, and what should they have in their minds when they leave?”

LISEN HÖGLUND OF THE SWEDISH ADVERTISING AGENCY HÖGLUND REKLAM