



How to Keep Your Booth Staff Energy Level UP for the Entire Show

By Jefferson Davis, *Competitive Edge*

Working a tradeshow booth is a physically and mentally demanding challenge. You're standing on your feet for long hours, interacting with more people in an hour than you probably do in a day or a week, maybe in a different time zone, sleeping in a different bed and eating different meals.

All of these dynamics can take its toll on your booth staff's energy levels in front of customers, prospects and new opportunities, especially over the course of a long show.

Here are six practical ways to help your booth staff keep their energy level up:

1. **Scheduling:** If you have enough staffing, you should consider using a split A/B staffing schedule. Have one team that works the first half of the day and a second team that works the latter half of the day. And rotate the time slots each day.
2. **Breaks:** If you do not have enough staff to use the split schedule approach, be sure to include at least a fifteen minute morning break, a firm lunch break, and a fifteen minute afternoon break. This will give your staff a chance to get out of the booth and re-energize themselves, so they can be more effective while in the booth.
3. **Hydration:** Even subtle dehydration can impact energy levels and performance. Dehydration begins on the airplane where it is recommended that you drink at least one cup of water per hour of flight time. With current COVID restrictions and airlines cutting back on in-flight service, this may be difficult to do. Encourage your staff to carry a bottle of water with them on the plane. I also recommend having bottled water in the booth and available for your booth staff.
4. **Nutrition.** Many experts agree that breakfast is the most important meal of the day. However, too often in the rush of getting out the door to the shuttlebus and to the exhibit hall, too many booth staffers miss breakfast and end up gulping down a cup of coffee and a baked good, which is not the optimal way to start a long day. Encourage your staff to select foods that are rich in protein, like eggs, yogurt and nuts. Protein and whole grains take longer for your body to break down into energy. This helps prevent a crash later in the morning like that caused by a breakfast full of simple carbohydrates and sugar. Plus, protein boosts your ability to concentrate and be productive. Eating foods full of protein for snacks, and throughout the day, also help keep you feeling invigorated.
5. **Comfortable Shoes.** A bad or new pair of shoes can ruin a good show. Encourage your staff to wear comfortable shoes while working the booth. Once a booth staffer's feet start getting sore, it shows up in their body language and impacts their effectiveness.
6. **Clear Team and Individual Goals.** The day goes by very quickly when a booth staffer is engaged with visitors. On the other hand, if they're not engaged, the day can seem like it goes on forever. I recommend having a clear team and individual staffer target number of interactions per hour and target number of leads per shift goal. This

simple strategy will give your staff a clear sense of purpose and focus which will also add a little boost to their energy. To make this even more effective, I encourage implementing a Most Valuable Staffer award for each day and present it to your top performer in a quick daily recap meeting in the booth.



Jefferson Davis, President of Competitive Edge is North America's leading exhibiting productivity expert. Since 1991, his results-focused, process-based approach to addressing critical exhibiting success factors has helped clients generate over \$800 million in combined exhibiting results. Jefferson provides highly-intensive exhibit consulting and training services guaranteed to deliver results.

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