



California International Trade Center

Virtual Trade Mission: What to Consider

SELECTING A TRADE MISSION:

- ✓ Identify the VTM by an industry and/or region that will be most applicable to your business, and review any for associated cost. Some VTMs, like the GoBiz Global Connect, will require or provide state or federal grant funding in order to participate.
- ✓ Have the VTM organizer's contact information available to ask technical and content questions in advance.
- ✓ Know, learn and download the technology platform that will be utilized for the VTM. You may have to upgrade your computer or Internet capabilities.
- ✓ Ask if you can request a demo of the technology platform being used. If possible, run a test on the platform.

ONCE YOU SELECT A TRADE MISSION TO ATTEND:

- **Strong Brand Message is Key** – references are frequently made to the visual appeal of an online “booth” and the need for well-designed videos, photos, marketing materials and other collateral that are needed to draw visitors to the booth.
- **Understand the Audience** – assess if the trade event is well-established, who the attendees will be, and who the sponsors will be. Reach out in advance of the trade mission to set appointments with appropriate attendees and book one-on-one meetings, or work with the event coordinator to do so, in advance if possible.
- **Marketing** – Before, during and after the event, there is a need for social media, website and assets such as hashtags, landing pages and promotional content, all necessary to capture an audience. Gamify-ing your booth or providing giveaways, even downloadable gift cards, eBooks, etc., are options to consider.
- **Pitch** – Be prepared to provide a concise and compelling pitch along with FAQs about your product and a readiness for answering questions as you ready for the VTM.
- **Follow-up** – In order to gain the most from the event, be prepared in advance to send follow up emails, schedule calls and keep your booth traffic engaged after the event, keeping your brand top of mind.
- **Fulfilling Orders** – Be prepared with a strong understanding of what capacity limitations you may have and limit orders within realistic expectations. Understand how to send samples, establish distributor agreements and shipping fulfillment requirements based on country.

