

Tabling: Tips to be more engaging

One of the key things to remember is that you are not just passing out stuff, you are engaging people! In order to promote effectively you have to prepare. Give yourself enough time to know all the information beforehand: event date, time, location. Before a promotion event make sure to have all the materials ready.

Things to keep in mind on the day of a promotion event:

- Create the right first impression! People CAN read attitude.
- Be genuinely enthusiastic about your event/ product/service
- Prepare 3-6 engaging questions

Make a Nice Display

Have a tablecloth, attractive literature, free candy or fun things for people to take. If you have an iPad or laptop, show some beautiful videos of your work.

Stand in Front of the Table/ booth

If you sit behind the table, there's a barrier between you and the people. Standing in front makes you more engaging and gives you a better chance to connect with people. You will be much more effective!

Hand Flyers to Each Person Walking By

When you reach out to hand something to another person, they are very likely to take it. Avoid questions such as: "Can I help you?" or "Would you like this?"

Collect Contact Information

It's very important to collect contact information for potential volunteers, members, etc. Ask them to write down their first and last name, email, and phone number.

Follow Up The Next Day

Once you have all the contact information, send them an introduction email the very next day. Thank them for visiting your table, tell them a little about your ministry, and invite them to your next meeting, event, etc. Keep in touch with them for the future.