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Limousine Association of New Jersey

E-News

March 8, 2022

The Limousine Association of New Jersey E-News is published on the second and fourth Tuesdays of each month expressly for the organization's members.

Going to the CD/NLA Show in Las Vegas?

Make the Most of It with These 7 Hot Tips!

The **2022 Chauffeur Driven/National Limousine Association Show**, being held at the Paris Hotel in Las Vegas, is THE place to be for chauffeured transportation operators and suppliers on March 27-30.

If you're planning to go, whether as a first-timer or a seasoned show veteran, here are **seven hot tips** to help you make the most of it:

1. Figure out NOW what you want to get out of the show, e.g., meet as many people as possible, introduce yourself to a certain select few, get the answers to the questions that are dogging your company right now, and then set a plan to make it happen. As appropriate, reach out to your targets in advance of the show (again, NOW!) to set a time and place to meet up.
2. Use every chance possible to get to know your fellow attendees when you are at the show. One of the easiest opportunities, for example, is at the education sessions. Sit yourself down where others are all around and then introduce yourself by announcing your name and start shaking hands. You can be sure the others will remember -- and thank -- you for breaking the ice.
3. Polish your elevator speech, i.e., a 30-second synopsis of what you and your company are all about, so it rolls off your tongue AND ready your conversation starters, e.g., is this your first time in Las Vegas, have you been to a CD/NLA show before. what sessions are you most interested

...in, to help create the opportunities for using the speech.

4. Bring business cards...LOTS and LOTS of them...and plan an easy system for using them, e.g. retrieve your own cards from your right-hand pocket and stow away the cards you receive in your left-hand pocket. Once you have made a card exchange, make a note on the back of the card as soon as you can so you will remember this person and how you have promised or want to follow up. Doing this is CRITICAL. You are kidding yourself if you think you will remember without a note.
5. Introduce yourself to the educational session speakers after their presentations and the exhibitors as you walk the show floor. These are the movers and shakers of the industry...exactly who you want to know about you and your company.
6. Remember these practicalities: a) Dress for a business meeting [because that's what the show is...one big business meeting] and first impressions DO matter big-time; b) Make sure your show pass/name badge is clearly visible at eye level so it's as easy as possible to see your name and company; c) Stay off your cell phone while in the show area so you are approachable at all times; and d) Use your social media outlets to broadcast where you are, what you are doing and who you are meeting.
7. Follow up after the show with texts, emails and/or phone calls to those you have met and, especially, those you want to pursue. Do this as timely as you possibly can to reap full benefit of the show's introductions.

To help you plan for your time at the CD/NLA Show, see the event schedule [here](#)...and then get going on the tips outlined above.

Limousine Association of New Jersey

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