

How to Get Interactive - Whoever the audience, visitors like to be entertained. Standing out from the crowd helps you attract visitors to your stand and means the visitor is engaged, inspired and left with a memorable experience. Here are some learning experience ideas for your stand...

AGRICULTURE AND HORTICULTURE

- How many herbs can visitors name correctly? A prize could be on offer for the visitor who names the most
- Plant a seed to take home and watch it grow
- Host a range of button-hole making or flower arranging sessions

AUTOMOTIVE

- Do you have an engine that can be taken apart and put back together again?
- Host a wheel change challenge using a go-kart or buggy and start a leader board to keep tabs on the fastest times!

THE BUILT ENVIRONMENT

- Give visitors the chance to cement a brick into a wall or add a tile on to a board
- Wire a circuit to light up bulbs or fit pipes together to drain water
- Health and safety on a construction site – why not let visitors try on PPE?

CATERING AND HOSPITALITY

- Decorate cupcakes or biscuits using creative tools or let visitors create their own canapés
- Shake it up with mocktail making sessions
- Bring a bed and bedding (complete with cushions and throw) and time visitors to make the bed
- Napkin folding sessions

CREATIVE

- Bring along photography equipment for visitors to get behind the lens and take photos of others with props
- Run jewellery making sessions so visitors can take home their own bracelet
- Get visitors painting or drawing a specific object or contributing to an event mural

- Nail art or creative hair-up sessions
- Allow visitors to dress a mannequin using a selection of clothing and accessories

ENGINEERING

- Using select materials only, ask visitors to create a solid bridge or structure
- Offer intricate paper aeroplane sessions and run a competition as to which plane flies the furthest
- Do you have a robot available to show case and operate from your stand?

HEALTHCARE

- Bring along a skeleton and get visitors to name different bones
- Offer visitors the chance to listen to and analyse their heart rate
- Bring along an ambulance and let visitors discover the equipment inside

IT AND COMPUTING

- Can you create applications on your stand with the help of the visitors?
- Offer the visitors a chance to make an amendment to a computer game and trial the results
- Take apart a computer tower and name the parts
- Ride a rollercoaster with an Oculus Rift

PROFESSIONAL SERVICES, ACCOUNTANCY AND LAW

- Use a giant Suduko game to get visitors thinking
- Use large, well known logos and ask visitors to name the brand
- Showcase the 10 most obscure English laws
- Offer the visitors a chance to try on a judge's wig and gown

Other tips - Any photo opportunities available from your activities can be posted on Social Media after the event to point traffic towards your pages. Don't forget to tell all visitors to keep their eye out and like/follow your pages! Remember, to get visitor details at the event, why not make your activity into a competition, offering a prize. Visitors then need to write their details down to be in with a chance of winning. Think carefully about your stand appearance – you want to stand out and ensure visitors are drawn to your stand over the others. Contact your Event Organiser for more advice and inspiration!