

## The show must go on- Virtual tradeshow in Taiwan

The Covid-19 outbreak brought all tradeshows and congresses worldwide to a standstill. In Taiwan the biggest dental tradeshow, scheduled for mid-March, was postponed indefinitely. This made the DS Taiwan team think of new ways of how to connect with customers, even in these challenging times.

As everything had already been planned for their biggest dental tradeshow, they simply decided to move their booth online and to conduct a virtual tradeshow on March 16 & 17, nevertheless. In order to save marketing budget, Facebook was chosen as their main communication platform. The 2-day event featured pre-show announcements, e-flyers, tag & shares, live broadcasting to interact with customers, lucky draws (with various prizes, amongst others a Palodent V3 starter kit and TruAnatomy files), a webinar about aesthetic restoration of anterior teeth and many more. The main objective was to increase interaction with customers as well as potential customers through all these activities and give them a feeling of attending a real show.

23 employees engaged in leading customer conversations, selling products and helping answer dental professionals' questions. Leading KOLs such as Dr. Tao Chiang and Dr. Michael Tsao supported in conducting the webinars.

Chris Yip, General Manager Taiwan, is very proud of the overall performance: "Thanks to our team this innovative approach turned out to be a great success. More than 2,300 dental professionals participated in our virtual tradeshow and the 'on-site' sales reached 80% of a regular dental show."



