

ON THE MENU, A RECIPE DESIGNED TO MAKE YOU STAND OUT...
AND TO HELP YOU GET THE MOST OUT OF THE SHOW!

FEEL FREE TO SHARE THIS GUIDE WITH YOUR TEAM!

BEFORE THE SHOW

Invite both existing customers and prospects

- ✓ Why is this important? Because if you don't, your competitors will... So, don't hide away in a corner!
- ✓ While our job is to get visitors to come to the Show, your job is to get them to come to your stand. How? By actively communicating with them, just as we are doing with this guide!

DURING THE SHOW

Stand out as much as possible

- ✓ Use active communication materials which are both pre-and direct.
- ✓ Employ skilled staff who are at ease when explaining your products.
- ✓ Create an accurate schedule so that there is always someone at your stand.
- ✓ Always have a demo or something else to attract visitors.
- ✓ Have a strong presence on social networks! Always add new contacts on LinkedIn.

AFTER THE SHOW

Now you can reap the benefits

- ✓ During the week following the Show, send a message of thanks to all your visitors.
- ✓ Stay active on social networks and continue to add new contacts on LinkedIn.
- ✓ Share your impressions with the SIAL team by answering the satisfaction survey. Our objective? To further improve the next SIAL Canada Show.

*Culinary inspiration

HOW TO BEHAVE IN CANADA IN GENERAL AND IN QUEBEC IN PARTICULAR



DO'S

Be on time...

Arrive to business meetings on time, it's important!

Say hello...

Shake the hand of the person meeting you!

Communicate...

Pay attention to everyone you meet and talk to them all in the same way. Hierarchy is less important than in other places.

Respect people...

Equality of the sexes is important! Don't differentiate between men and women when talking to them.

Speak French...

A few words in their native language will be highly appreciated!

Avoid anglicisms...

French Canadians are very proud of the French language (for example, one says "échéancier" for "schedule", "rencontre" for "meeting" and "commanditaire" for "sponsor").

Relax...

Business meetings are less formal in Canada, particularly regarding dress. What counts? Being friendly to people!

Do business...

The Show offers a wide variety of business opportunities, but you will increase your chances by providing documentation and labelling things in French.

DON'TS

Using the familiar form too quickly...

When speaking French, only use the familiar form after you have met the other person a few times! It is usual for business partners to call each other by their first names.

Talking about personal subjects...

Avoid talking about sensitive subjects (politics, religion, money...) as this may make the other person uncomfortable.

Creating arguments...

Conflicts are not appreciated! It is better to be politically correct and to talk to people calmly and politely.

