

## Outsource your event presentation, how does it work?

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Because our client RS Marine wants to introduce his product to the international market they asked Nautical Trade Pilots to start the promotion at the Cannes Yachting Festival.

Goals and target groups were set. Nautical Trade Pilots condensed the amount of exhibitors to 66 motor yacht builders, 50 of them were chosen, 46 companies got the product introduction at their stand. Nautical Trade Pilots achieved 100% target group coverage!

In the conversations with the prospects Nautical Trade Pilots found out who the decision makers are, what systems they use, what their clients demands are and how they see the market developments.

By meeting the target group at the boat show Nautical Trade Pilots is able to promote on a personal and professional way. This personal approach is highly appreciated by the prospects.

Nautical Trade Pilots also researched the competition, new developments and if future participation would be advisable.

All information was merged in a professional report with the collected contact details attached.

Do you want your product or service be presented at the [next boat or trade shows?](#)

[Send us an email](#) and we will be in contact soon.

Nautical Trade Pilots

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