

The Fab 50

EXECUTIVE Q&A



FEATURED LEADER

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GIVE US THE QUICK VERSION: HOW DO YOU DESCRIBE YOUR COMPANY?

We are a 60-year-old Exhibit/Event/Environment/Experience company that prides ourselves on the high standard of personalized attention every client gets... no matter the size.

HOW HAVE YOU CHANGED YOUR OFFERINGS OVER THE LAST FEW YEARS?

Clients now look to us not just for an exhibit design but an understanding of how they can communicate a broad message holistically and Visual has evolved to do this. We look at aspects of the attendee experience to focus the return for clients.

WHAT ARE THE WAYS EXHIBITS HAVE CHANGED OVER THE YEARS?

I feel like the focus on experience has become paramount and the communication of nuanced messaging in a space has become an art form. I love working on projects that give us the freedom to present creative ideas that excite the audience and deliver complex messages simply. The ad to the left is the perfect complement to this answer. Visual has been in business 60 years and the evolution from being just a stand provider, to a true partner that thinks about every aspect of the experience is what makes us special.

WHAT TYPES OF THINGS DO YOUR CLIENTS SAY ABOUT YOU?

I love that moment when you get the first immediate reaction from a client. Hearing the 'oohs' and 'ahhhs' and 'PERFECT' are great... but more importantly I love to hear the comments about how we make a great partner. We work together as a team to come up with a great solution. I feel like this is a lost art form. Being a partner to a client is what makes our projects go so well. We see the best results when we create a truly collaborative process where we share our ideas and the client helps us mold those ideas to their specific message.

HOW ARE YOU LEVERAGING TECHNOLOGY AND SOCIAL MEDIA?

Technology is tricky. Done poorly, it dilutes your message and blurs the brand. We focus technology in a three dimensional environment to guide attendees through a space and provide a clear message. We then leverage that technology to enhance an extension of the experience using social media.

HOW CAN CLIENTS GET MORE VALUE FROM THEIR EXHIBIT BUILD BUDGETS?

This is a conversation we have with every, single, client. Our goal is to think about how to get the most ROI, no matter if it's a 10' pop-up or a multi-story experiential space. Using customized rental solutions for the elements that don't need to be uniquely custom and system components where no one will ever know they are system components are common suggestions we make. These approaches reduce setup time, drayage and production costs without effecting the design.

WHAT ARE THE BIGGEST MISTAKES CLIENTS MAKE WITH THEIR EXHIBIT PROGRAMS?

Sometimes it's better to pick a smaller space in a more trafficked area of the show than to pick a larger space that is off the beaten path, especially if budget is an issue. It always is. We have even suggested to a few of our clients that they look off the show floor at a unique venue to provide a different type of engagement that better suits the type of conversation they want to have with attendees.

WHAT IS THE MOST IMPORTANT THING TO KNOW WHEN WORKING WITH YOU?

It's all about the message. At Visual, we are storytellers. I work with an extremely talented group of people. We all work together to bring your brand to life. Every decision we make reinforces the message you want people to get. We are in this for the long term relationship, not the short term gain. So build something with us that you're really excited about.