



Stealth Event Activation Strategy, Roadmap and Scripts

Phase 1: Pre-Conference Preparation (2-4 weeks out)

1. Define Your Job Search Objectives

- Clarify your goal(s) for attending:
 - Identify potential employers or hiring managers
 - Explore industry trends for positioning yourself as a top candidate
 - Expand your professional network in your target sector
 - Gain insight into competitive hiring practices or new roles
- **Rank objectives to prioritize which sessions and contacts to focus on.**

2. Research Attendees & Companies

- Obtain the **attendee and speaker list** if available.
- Segment contacts into:
 - Hiring decision-makers (VPs, directors, HR leads)
 - Influencers and thought leaders in your field
 - Peers for informational conversations
- Conduct deep-dive research on high-priority targets:
 - LinkedIn profiles: role, career trajectory, interests
 - Company news: growth initiatives, expansions, or openings

- Published interviews or thought leadership
- Create a tracking spreadsheet:
 - Name, title, company
 - Contact info / LinkedIn
 - Key insights (company priorities, pain points, recent initiatives)
 - Conversation angles tailored to your experience

3. Prepare Targeted Questions & Stories

- Develop **3–5 strategic questions** for each high-priority contact:
 - *“What are the biggest challenges your team is facing this year?”*
 - *“How is your organization thinking about [emerging trend]?”*
 - *“Where do you see opportunities for leadership or growth within your team?”*
- Prepare your **personal elevator pitch** tailored to each audience:
 - Highlight your unique experience
 - Align your skills with the company’s challenges or goals

4. Schedule Your Time

- Map out **key sessions, networking events, and speaker panels**
- Identify where your target contacts are likely to appear

5. Update Your Materials

- Professional business cards or digital contact card (QR code)
- Updated resume or one-page career highlights (if appropriate)
- **LinkedIn profile optimized for recruiters and hiring managers**

Phase 2: Conference Engagement

1. Focused Networking

- **Prioritize high-value contacts** (hiring managers, senior leaders).
- **Use your prepared questions to guide conversations; listen actively.**
- **Take notes during conversations:**
 - Key challenges mentioned
 - Opportunities for collaboration or roles
 - Personal connections to reference in follow-up

2. Attend Targeted Sessions

- **Choose panels or workshops aligned with your target role or companies.**
- Ask thoughtful questions to demonstrate expertise and curiosity.

3. Use Conference Platforms

- Engage with attendees on conference apps or LinkedIn groups.
- Comment or share insights from sessions to show thought leadership.

4. Observe & Learn

- Track emerging trends, company initiatives, and talent needs.
- Identify potential opportunities to position yourself post-event.

Phase 3: Post-Conference Follow-Up (Within 1–2 Weeks)

1. Organize Contacts & Notes

- Update your spreadsheet:
 - Conversation highlights
 - Opportunities or leads
 - Priority for follow-up

2. Personalized Follow-Up

- Send LinkedIn or email messages:
 - Reference your conversation
 - Highlight a shared interest or insight
 - Offer to continue the discussion or share relevant materials

3. Share Thought Leadership

- Post insights from the conference on LinkedIn or in emails to contacts.
- Tag new connections (if appropriate) to reinforce relationship.

4. Schedule Next Steps

- Request informational interviews or casual coffee chats
- Explore specific opportunities mentioned during the event
- Keep track of companies hiring in your target roles

5. Strategic Timeline

Time After Conference	Action
Within 1 week	Personalized LinkedIn or email follow-up
1–2 weeks	Schedule calls or meetings for deeper discussions
1 month	Send additional value-add materials or updates
2–3 months	Check in to nurture ongoing relationships

Phase 4: Reflect & Plan

- Evaluate which objectives were met:
 - Key connections made
 - Insights gained about the industry or roles
 - Companies expressing interest in talent like you
- **Refine your approach for future events:**
 - Which conversations were most productive
 - Which sessions delivered the best insights
 - Which contacts to prioritize in ongoing outreach

Value Proposition Narrative + Engagement Cues to Move the Conversation Forward

1. Start with a brief personal introduction:

“Hi, I’m [Name]. I lead [functional area/discipline, e.g., operations, product innovation, or marketing] with a focus on [key impact, e.g., driving growth, improving operational efficiency, or scaling teams].”

2. Highlight what makes you unique:

“I’ve spent [X years] helping [type of companies, e.g., consumer-facing brands, tech organizations, or healthcare companies] tackle [specific challenges, e.g., digital transformation, operational scaling, or customer experience optimization]. What sets me apart is my ability to [specific differentiator, e.g., translate complex challenges into actionable strategies that deliver measurable results].”

3. Connect to the audience/industry:

"I've noticed many organizations in [industry] are navigating [trend or challenge relevant to the conference]. I'm particularly interested in how leaders like yourself are approaching [specific challenge, e.g., integrating AI into customer experience, scaling operations in fast-growth markets, or building high-performing teams]."

4. End with an engagement cue or question:

"I'd love to hear your perspective on [industry challenge or trend]. How is your team addressing it?"

Example in Practice (Customize to Your Function, Industry + Pitch)

"Hi, I'm XXX. I lead operations and strategy with a focus on helping consumer-facing brands scale efficiently while improving customer experience. Over the past 10 years, I've helped companies implement digital transformation initiatives that reduced operational costs and increased engagement. I've noticed many organizations here are exploring AI-driven solutions for customer engagement—I'd love to hear your perspective on how your team is approaching it."

Why this works:

- **Short & memorable:** under 30–45 seconds
- **Positions an expert** with a clear track record
- **Shows relevance to the contact's challenges**
- **Invites dialogue** instead of a one-way pitch

1. For Hiring Managers / Recruiters

*"Hi, I'm XXXX. I lead operations and strategy with a focus on helping consumer-facing brands scale efficiently and improve customer experience. Over the past 10 years, I've driven initiatives that optimized operations, integrated digital tools, and delivered measurable growth. **Then, add an engagement cue to further the conversation and gather intel:** I'm particularly interested in how organizations here are approaching talent development and operational scaling—what's your perspective on key priorities for your teams this year?"*

2. For Peers / Industry Colleagues

*"Hi, I'm XXX. I work in [function/industry, e.g., consumer brand operations and strategy], helping teams tackle challenges like scaling efficiently, improving customer experience, and integrating digital solutions. **Engagement Cue:** I've noticed a lot of companies are navigating [specific trend, e.g., AI adoption or operational transformation], and I'd love to hear how your team is approaching it."*

3. For Thought Leaders / Speakers / Experts

*"Hi, I'm XXXX. I help consumer-facing brands translate complex operational challenges into actionable strategies that drive growth and enhance customer experience. **Engagement Cue:** I'm particularly*

interested in [trend or topic relevant to the speaker, e.g., AI, digital transformation, or customer-centric innovation] and would love to hear your insights on how industry leaders are approaching it today."

Key Tips for Delivery:

1. **Keep it under 30–45 seconds.**
2. **Maintain a curious and conversational tone—the goal is dialogue, not a sales pitch.**
3. **Be ready to pivot based** on the contact's response (have 1–2 follow-up questions prepared).
4. Bring a **business card or LinkedIn QR code** to make the connection seamless.

How to Leverage Conversational Ice Breakers

Here are 5 warm, conversational ice breakers tailored for a trade show, designed to start meaningful conversations without feeling scripted:

1. Observation + Curiosity

"I couldn't help but notice your booth's focus on [specific product or ingredient]—what's the story behind it?"

- **Why it works:** Shows genuine interest and immediately gives them a chance to share their passion.
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2. Industry Trend

"I've been reading a lot about the surge in [functional ingredient / supplement trend]—how is Gnosis approaching that opportunity?"

- **Why it works:** Positions you as informed and invites insights rather than a sales pitch.
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3. Trade Show Experience

"This is my first time at [event name]—what's been the highlight for you so far?"

- **Why it works:** Creates a light, friendly tone and lets them share personal experiences.
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4. Insight Seeking

"I'm really curious—what's one innovation or XXXX you think will redefine the industry in the next year or two?"

- **Why it works:** Opens up forward-looking dialogue and positions you as interested in strategic thinking.
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5. Shared Challenges

"It seems like XXX and XXX changes are keeping everyone on their toes these days—how has your team been navigating that?"

- **Why it works:** Establishes common ground and invites a conversation around problem-solving and strategy.

Follow-up Conversation Transitions

Leverage to flow naturally from these ice breakers into deeper discussions about innovation, partnerships, or growth—so you're fully prepared for meaningful dialogues at the show.

1. From Observation + Curiosity

Ice Breaker: "I couldn't help but notice your booth's focus on [specific product or ingredient]—what's the story behind it?"

Transition:

"That's fascinating—how do you see that product fitting into the broader market trends or consumer needs over the next year?"

- Moves from storytelling into strategic insights on market positioning and innovation.

2. From Industry Trend

Ice Breaker: "I've been reading a lot about the surge in [functional ingredient / supplement trend]—how is Gnosis approaching that opportunity?"

Transition:

"I'd love to hear more about the challenges you've faced in bringing those innovations to market—supply chain, regulatory, or product development hurdles?"

- Opens dialogue on operational and strategic challenges, showing industry understanding.

3. From Trade Show Experience

Ice Breaker: "This is my first time at [event name]—what's been the highlight for you so far?"

Transition:

"It sounds like your team has been really active—how do you decide which innovations or partnerships to focus on each year?"

- Moves from casual conversation into business priorities and growth strategies.

4. From Insight Seeking

Ice Breaker: "I'm really curious—what's one innovation or product you think will redefine the industry in the next year or two?"

Transition:

"That's interesting—how does Gnosis balance introducing those innovations while ensuring scientific validation and regulatory compliance?"

- Creates space to discuss product development rigor and operational strategy.

5. From Shared Challenges

Ice Breaker: "It seems like supply chain and regulatory changes are keeping everyone on their toes these days—how has your team been navigating that?"

Transition:

"Are there particular solutions, partnerships, or technologies you've found especially helpful in managing those challenges?"

- Leads naturally into opportunities for collaboration or exploring vendor/partner solutions.

Tips for Using These Transitions at the Trade Show:

- Listen actively to their response before pivoting—this ensures a natural flow.
- Use their answers to guide which of your prepared questions from the toolkit to ask next.
- Keep the conversation light and curious—trade shows are about relationship-building first, business second.

Your Trade Show Conversation Map:

- Ice breakers
- Follow-up transitions
- 10–15 strategic questions
- Closing / follow-up prompts

Trade Show Conversation Map

A. Warm Ice Breakers

1. *"I couldn't help but notice your booth's focus on [specific product or ingredient]—what's the story behind it?"*
 2. *"I've been reading a lot about the surge in [functional ingredient trend]—how is Gnosis approaching that opportunity?"*
 3. *"This is my first time at [event name]—what's been the highlight for you so far?"*
 4. *"I'm really curious—what's one innovation or product you think will redefine the industry in the next year or two?"*
 5. *"It seems like supply chain and regulatory changes are keeping everyone on their toes these days—how has your team been navigating that?"*
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B. Follow-Up Transitions

- From Ice Breaker #1 → *"How do you see that product fitting into broader market trends or consumer needs over the next year?"*
 - From Ice Breaker #2 → *"I'd love to hear more about the challenges you've faced bringing those innovations to market—supply chain, regulatory, or product development hurdles?"*
 - From Ice Breaker #3 → *"How do you decide which innovations or partnerships to focus on each year?"*
 - From Ice Breaker #4 → *"How does Gnosis balance introducing innovations while ensuring scientific validation and regulatory compliance?"*
 - From Ice Breaker #5 → *"Are there particular solutions, partnerships, or technologies you've found especially helpful in managing those challenges?"*
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C. Strategic Questions

Product Innovation & Development

1. *"How do you prioritize which areas of functional nutrition to innovate in next?"*

2. *“What emerging technologies or processes are you most excited about for next-generation functional ingredients?”*

Supply Chain & Operations

3. *“What are the biggest challenges in scaling new ingredients while maintaining quality?”*
4. *“How does Gnosis integrate sustainability and environmental responsibility into production and logistics?”*

Market Strategy & Growth

5. *“Which global markets are top priorities for growth in 2025–2026?”*
6. *“What qualities make for a successful strategic partnership for Gnosis?”*

Consumer Engagement & Brand Positioning

7. *“How does Gnosis ensure consumer trust while maintaining innovation momentum?”*
8. *“What customer feedback has had the most influence on product development decisions?”*

Regulatory & Quality Assurance

9. *“What processes ensure compliance across multiple regions?”*
 10. *“How does Gnosis leverage data or analytics in quality assurance and product performance tracking?”*
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D. Closing & Follow-Up Prompts

- *“This has been a really insightful conversation—would it be okay if I connected with you on LinkedIn to follow up on some of these ideas?”*
- *“I’d love to learn more about your upcoming initiatives—can I send you a note with a few questions after the show?”*
- *“Are there any upcoming webinars, launches, or events where I could see these innovations in action?”*

Here is a Sample Cheat Sheet You Could Build for Your Event:

Trade Show Conversation Map – Gnosis by Lesaffre

A. WARM ICE BREAKERS

- I couldn't help but notice your booth's focus on [specific product or ingredient]—what's the story behind it?
I've been reading a lot about the surge in [functional ingredient trend]—how is Gnosis approaching that opportunity?
- This is my first time at [event name]—what's been the highlight for you so far?
- I'm really curious—what's one innovation or product you think will redefine the industry in the next year or two?
- It seems like supply chain and regulatory changes are keeping everyone on their toes these days—how has your team been navigating that?

B. FOLLOW-UP TRANSITIONS

- How do you see that product fitting into broader market trends or consumer needs over the next year?
- I'd love to hear more about the challenges you've faced bringing those innovations to market—supply chain, regulatory, or product development hurdles?
- It sounds like your team has been really active—how do you decide which innovations or partnerships to focus on each year?
- That's interesting—how does Gnosis balance introducing those innovations while ensuring scientific validation and regulatory compliance?
- Are there particular solutions, partnerships, or technologies you've found especially helpful in managing these challenges?

C. STRATEGIC QUESTIONS

Product Innovation & Development

- How do you prioritize which areas of functional nutrition to innovate in next?
- What emerging technologies or processes are you most excited about for next generation functional ingredients?

Supply Chain & Operations

- What are the biggest challenges in scaling new ingredients while maintaining quality?
- How does Gnosis integrate sustainability and environmental

Consumer Engagement & Brand Positioning

- How does Gnosis ensure consumer trust while maintaining innovation momentum?
- What customer feedback has had the most influence on product development decisions?

Regulatory & Quality Assurance

- What processes ensure compliance across multiple regions?
- How does Gnosis leverage data or analytics in quality assurance and