

# **SECTION 5**

## **GUIDE TO COMMUNICATIONS**

[Section 1 – An Overview](#)

[Section 2 – The Better Stands Framework](#)

[Section 3 – Creating a Better Stands Plan](#)

[Section 4 – Guide to Assessments](#)

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# OBJECTIVES OF THIS SECTION



Communication is central to the success of the Better Stands programme.

## This sections aims to:

- Emphasize the **importance of internal support** and buy-in for **effective communication**
- Shares idea on **when and how** to engage **internally**
- Detail the **exciting potential** Better Stands offers **each stakeholder group**.
- Shares ideas on **when and how** to engage **externally**, with links to **supporting templates**
- Suggest comms for **promoting** the **Pre-Event Assessment**

# INTERNAL COMMUNICATIONS: WHO TO ENGAGE

# INTERNAL COMMUNICATIONS – WHO TO ENGAGE

Before you begin communicating Better Stands to your Exhibitors and their appointed Service Providers, it's important that your internal teams have a good understanding of the Better Stands programme and can communicate your key messages for you. Below shows the role of each department.

While some Organisers may have one person that is responsible for all of these functions, it's important to show how they each play an important part in engaging and influencing those external stakeholders and when they have the opportunity to communicate with them.



## Event leadership

The Event Director sets the overall strategy for the event. It's important to have their buy in from the start, as they are ultimately responsible for the event's Better Stands success.



## Sales and Customer Success (if applicable)

Sales and Customer Success have a direct relationship with the exhibitor and are able to raise awareness of the Better Stands programme both throughout the year and on-site.



## Marketing

Can weave Better Stands throughout the event's overall communications strategy and create engaging content leading up to, during and post-show to bring exhibitor attention to Better Stands.



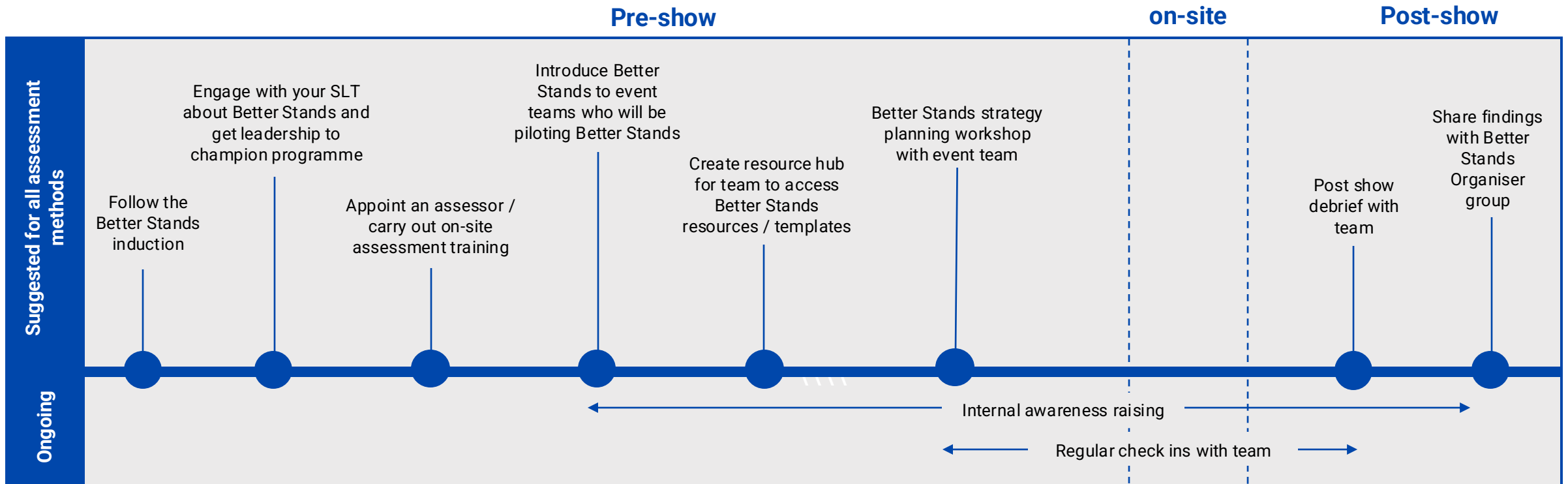
## Operations

Operations can sometimes take the brunt of Better Stands implementation, and while they can garner information from Exhibitors and Service Providers through the stand submission process, and are often best placed to assess a stand against the Better Stands framework, the programme works best when all functions take responsibility.

# 4.1 - INTERNAL COMMUNICATIONS – HOW AND WHEN TO ENGAGE



This is just a suggestion, to help show key touch-points to get started.



# EXTERNAL COMMUNICATIONS: WHO TO ENGAGE

# INTRODUCTION TO EXTERNAL COMMUNICATIONS



**Communication is central to the success of the Better Stands programme.**

Who you communicate with, the channel you choose, the frequency at which you do, is ultimately down to you as the Organiser.

To-date, some Organisers have carried out pilots without Exhibitors or Service Providers knowing they are doing so.

Others have gone full-out using all communication channels possible from the out-set.

Alternatively still, many Organisers have settled for something in the middle for their pilot shows.

Whether you issue certificates will determine the level of comms you do.

## QUESTIONS TO ASK YOURSELF WHEN CONSIDERING HOW MUCH OR WIDE TO COMMUNICATE

- What do you want to achieve at the end of the assessment? Think back to your pilot plan
- What assessment approach are you taking? This will determine if you are issuing certificates etc.
- How receptive do you expect the Exhibitors and Service Providers to be? Do their companies have sustainability strategies in place and public disclosures on sustainability? Has the programme been introduced at another show in the same sector? Or is being introduced to them for the first time?

## Exhibitors

### What's the benefit?

- A **smoother, stress-free** build and break experience
- A **reduction** in overall **waste** and **carbon footprint**
- A potential **reduction** in **waste fees**
- Showcasing their brand as at the **forefront of sustainability**

### How to position with them?

- Exhibitors, as the joint customer of the Organiser and their appointed service provider, hold the purse strings that unlock possibility of a reusable stands. Better Stands should be an **exciting opportunity for the Exhibitor**. Depending where the event is held, Better Stands could:
  - a) Help the exhibitor to position their brand as one that cares about sustainability and looks at sustainability within their exhibition, stands, not just their product/service
  - b) Provide competitive advantage amongst peers. A reward and recognition programme (i.e. certificates) help support this.

## Service Providers

### What's the benefit?

- Once invested in the initial reusable stock, Service Providers can rent it out time and again, continually **increasing their profit margins** with each new client.
- Improves **safety** and **efficiency** – reusable options require less working at height and sawing on-site, resulting in fewer accidents and less carcinogenic dust.
- Provides the opportunity to align with the **client's sustainability requirements**, which in turn helps them win new business.

### How to position with them?

Service Provider engagement is fundamental to Better Stands success, so they must be engaged with from the outset of implementation. Regulatory and compliance focussed language (such as inspection, audit, mandate) is not advised.

**Service Providers should be celebrated, not scolded.**

# KEY EXTERNAL STAKEHOLDERS AND KEY MESSAGES

## Venues

### What's the benefit?

- Increased safety, reduced waste and less need for **late working** or **early access**. Also, as reusable stands are quicker to build, events **can reduce their tenancy times**, which means Venues can hold more shows across the year.

### How to position with them?

- Talk to your venue and see if they offer a **modular option** that they store on-site that Exhibitors can take advantage of.
- Discuss if they have **wood reclamation programme for Exhibitors** who have not yet made the switch to reusable.
- In the US, work with the venue and your GSC to ensure you have a **furniture donation programme**.
- Explore what **recycling options** your venue has for **graphics**.

## Attendees

### What's the benefit?

- While attendees are not a direct stakeholder in the Better Stands programme, it is well known that attendees expect the events they attend to be run in a sustainable way.

### How to position with them?

- Ensure Better Stands is **weaved into your general comms** leading up to and during the show.
- Have **on-site signage** and link to the show's overall sustainability initiatives and commitments.

**Need stakeholder specific communication resources?  
Head to the [Better Stands Platform](#) to find them**

# INTRODUCING BETTER STANDS - PRE-SHOW COMMUNICATIONS CHECKLIST



## Exhibitors

When first engaging with Exhibitors on the Better Stands programme, you should assume they have not heard of the programme from other Organisers. You therefore need to communicate about the framework itself, the benefits of the programme, and how it will be implemented at your event. There are several resources below to help with this messaging:

- ✓ Exhibitor manual wording
- ✓ Exhibitor manual wording – softer
- ✓ Better Stands engagement process graphic
- ✓ Better Stands procurement guide
- ✓ Exhibitor introduction email
- ✓ Pre-show self-assessment survey questions



Click for templates

## Service Providers

Service Providers may have already heard about the Better Stands programme from other events they have worked on, but it's safer to assume they haven't. Engage with them as if it's their first time hearing about it. As with Exhibitors you will need to communicate about the framework itself, the benefits of the programme to them and how it will be implemented at your event. There are several resources below to help with that:

- ✓ [Better Stands website](#)
- ✓ [Service Provider introduction Letter](#)

Click for templates



## Generic communication for all stakeholders

- ✓ [Better Stands website](#)
- ✓ [Better Stands website template](#)
- ✓ [Better Stands brochure](#)

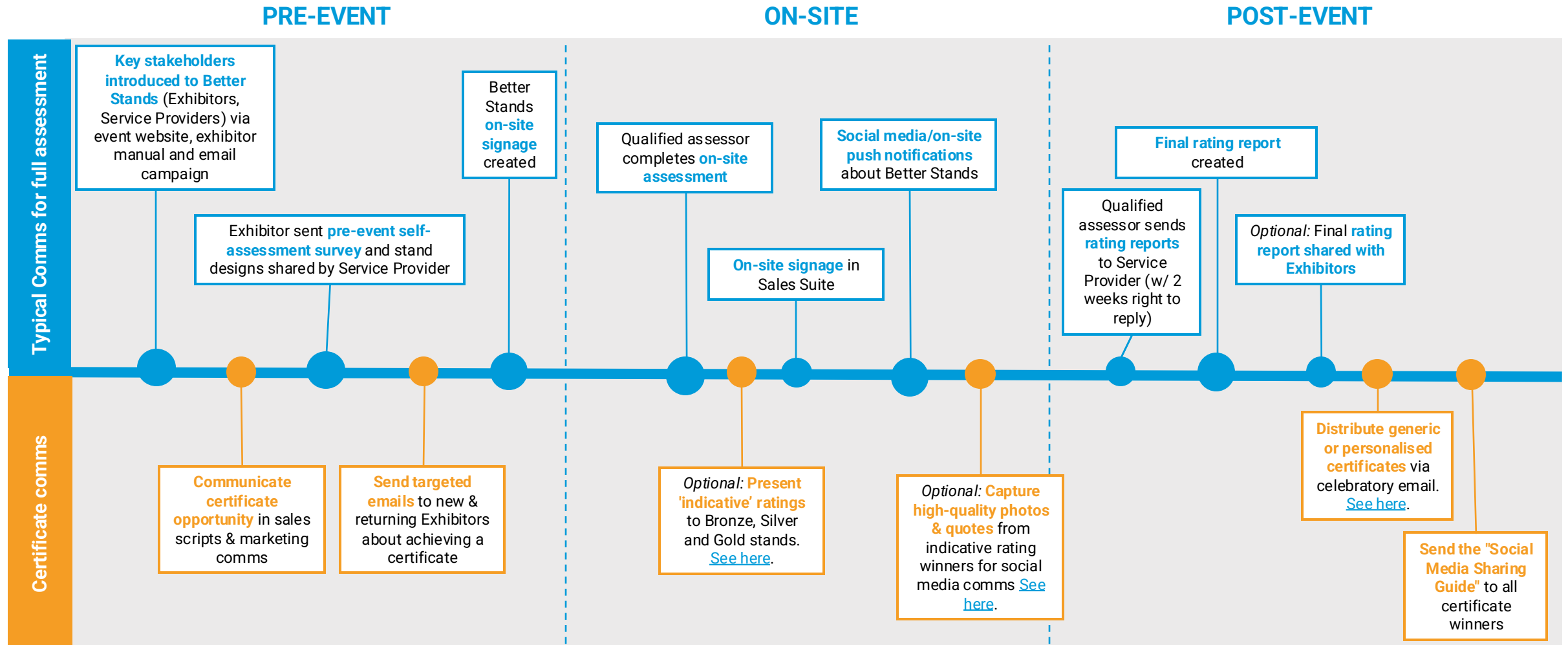
- ✓ [On-site signage templates](#)
- ✓ [Better Stands sizzle video](#)
- ✓ [Better Stands engagement process graphic](#)

- ✓ [Better Stands logos, images and other brand assets](#)



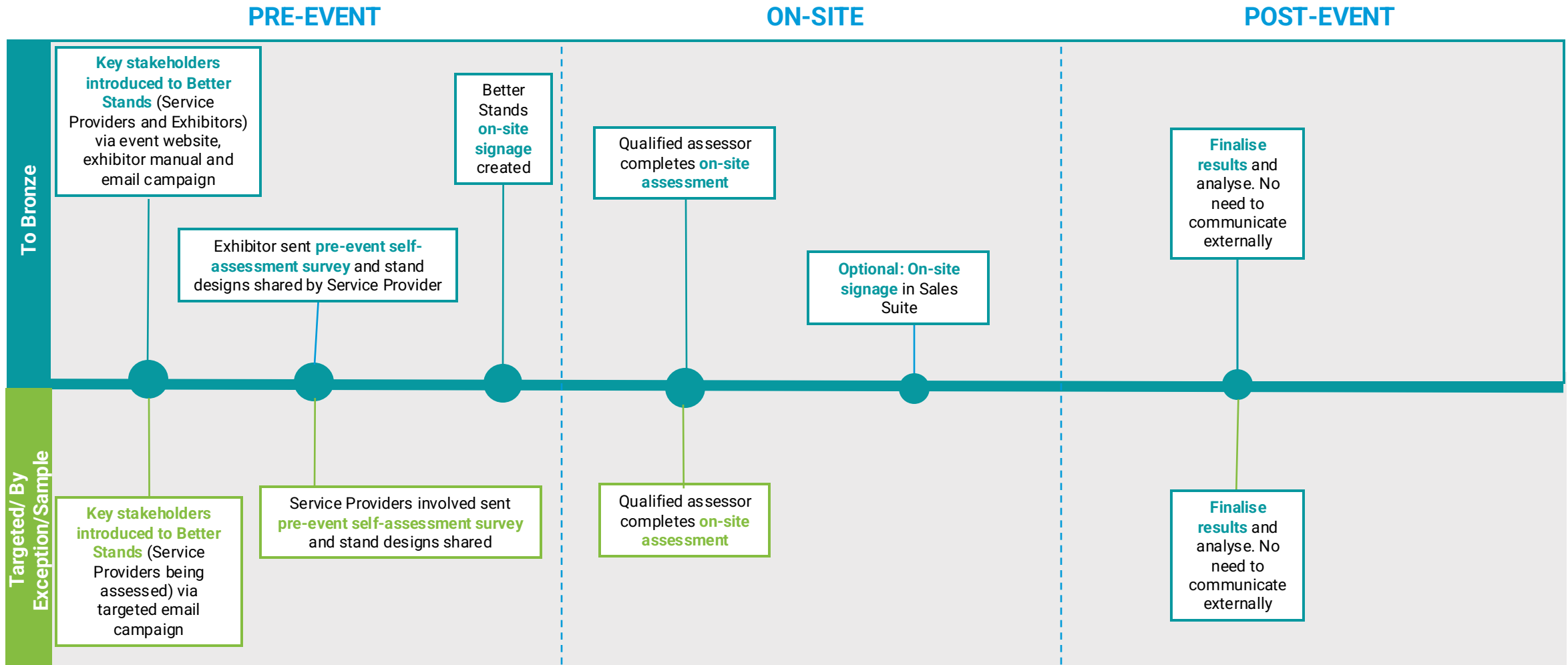
# EXTERNAL COMMUNICATION TIMELINE – FULL ASSESSMENT

The timeline below outlines a simple view of a typical Better Stands communications timeline suitable for the **full assessment method** in blue, and highlights where and how certificates can be used to enhance communications in orange



# EXTERNAL COMMUNICATION TIMELINE – OTHER ASSESSMENTS

The timeline below outlines a simple view of the typical Better Stands timeline for **To Bronze** assessments in **blue**, and **targeted/by exception/sample** in **green**. The key difference being that certificates are not issued for these assessment types.



# PRE-SHOW COMMUNICATION EXAMPLES



Embedding Better Stands Communications across all event channels, e.g. website, exhibitor portal, email campaigns



Halo ([Recipient.FirstName]),

We value your partnership as an exhibitor and want to share an important initiative that will benefit you and our event community.

**What is the Better Stands Programme?**

The Better Stands programme celebrates exhibitors and contractors who choose reusable exhibition stands. Over the past decade, stakeholder expectations around sustainability, safety, and quality have increased significantly. This programme helps us meet those expectations while enhancing your exhibition experience.

**Benefit of Using Reusable Stands**

Exhibitors have reported the following advantages:

- Smoother, more predictable build and dismantle processes
- Demonstration of your brand's sustainability commitment
- Reduced waste bills and fewer unexpected costs
- Lower risk of accidents during build and dismantle
- Elimination of early access or late working fees

**How to Apply**

To participate in the Better Stands programme for ICE 2026, please complete the pre-show self-assessment form:

[Better Stands Pre-Show Self Assessment for ICE](#)

Getting started for ICE 2026

To participate:

1. Review the Better Stands framework.

Category	Item	Requirement	BETTER STANDS	BETTER STANDS	BETTER STANDS
Walling	1. Solid Walling	Structure is constructed of solid, durable materials for reusing	✓	✓	✓
	2. Platform Walling	Structure of flooring, shelving and/or covering, e.g. carpet	✓	✓	✓
	3. Partition Walling	Structure is made of solid, durable materials for reusing	✓	✓	✓
	4. Lighting	Minimise lighting on the stand and use energy-efficient lighting	✓	✓	✓
Flooring	1. Reusable Flooring	Structure is made of solid, durable materials for reusing	✓	✓	✓
	2. Carpet	Structure is made of solid, durable materials for reusing	✓	✓	✓
	3. Carpet Tiles	Structure is made of solid, durable materials for reusing	✓	✓	✓
	4. Carpet Tiles	Structure is made of solid, durable materials for reusing	✓	✓	✓
Furniture	1. Reusable Furniture	Structure is made of solid, durable materials for reusing	✓	✓	✓
	2. Reusable Furniture	Structure is made of solid, durable materials for reusing	✓	✓	✓

2. Click [HERE](#) to read Better Stands procurement guide

3. Ensure your stand achieves at least **Bronze level** – this means your stand structure, walls, platform, furniture, equipment, and lighting are all reused at multiple events.

**Important Note:** "Reuse" means the component is used at more than one event. Recycling or repurposing outside of exhibition stands does not qualify.

We will conduct onsite assessments using information from you and your contractor. Contractors will review ratings before they are shared with you.

**Learn More**

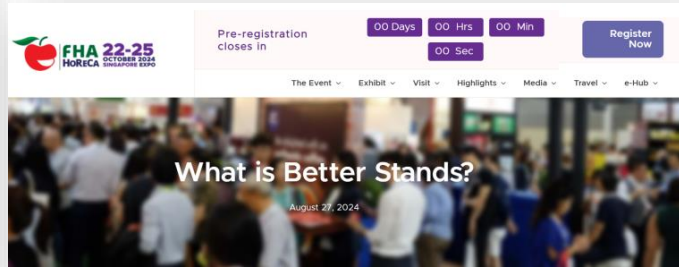
Visit <https://betterstands.org/> for additional information about this industry-wide initiative.

Thank you for helping us create safer, more sustainable events. We look forward to working with you at ICE 2026.

If there's anything else you need help with, please feel free to [book a call with us](mailto:book-a-call@nzce.co.uk).

Your Customer Success Team  
Clarion Gaming

Visit [www.iceexpos.com](http://www.iceexpos.com)



**Better Stands at CPHI**

From Barcelona to India, China to North America, each edition of CPHI creates thousands of exhibition stands. They're a great way for you to meet clients face-to-face, promote your brand with eye-catching designs, and bring a taste of your company to the show floor. We're proud of being the place where the pharma industry makes these invaluable connections, but we're conscious that the 'single use' nature of many stands creates a lot of waste. This is why we've introduced our **Better Stands Programme**. We believe that we can work with our exhibitors and your contractors to eliminate the waste from single-use, space-only stands. And we can still deliver world-class designs that have a second life after the show closes its doors.

[Find out more](#)



**Why 'Better Stands'?**

**Sustainable design**

**Say no to old-fashioned, single-use stands**

We're moving away from disposable, single-use stands. They're space-only builds that are used only once. They're constructed onsite, often from poor quality material, demolished post-show and sent to a landfill or burned.

**BETTER STANDS by NZCE** Moving towards reusable stands together.

Could you gain a **Bronze Certification** for the stand you build?

Become eligible by reusing these **4 key elements** of your stand.

Scan to find out more

- Walling - reusable walls**
- Flooring - reusable eco flooring**
- Lighting - reusable lighting**
- Furniture - reusable stock furniture**

# ON-SITE COMMUNICATIONS

When on-site, your main engagement with Exhibitors and Service Providers will be done verbally. However, there is opportunity to communicate about the programme and raise general awareness through several channels:

## ON-SITE SIGNAGE

Introduce the framework and benefits of the programme. This can either be printed (banners, floor stickers, freestanding), digital (on screens, in event app, before sessions play). This signage can be placed in areas where your stakeholders will spend time, such as the Sales Lounge, Exhibitor Support Zone, Ops Office.

SOCIAL MEDIA / PUSH  
NOTIFICATIONS

EVENT GUIDE

INDICATIVE RATINGS

OPENING CEREMONY

## ADVANCED COMMS FOR Exhibitors

### REBOOK

For those looking to go further, rebook is an excellent opportunity to start bringing up Better Stands to your Exhibitors. You can ask if they've heard of the programme yet, supply the Better Stands brochure and ask what it is they're looking for when building their stand. This helps build a picture of what is motivating Exhibitors to choose reusable and how we can support them in those goals.

### DIRECT CONVERSATIONS

Once you have begun your awareness raising of Better Stands, on-site is also a good opportunity to **pinpoint your most impactful Exhibitors and Service Providers** and begin a direct dialogue with them on their motivations for using a Single Use stand.

# ON-SITE COMMUNICATION EXAMPLES



Utilising interactive signage, social media, push notifications, signage at re-book, indicative ratings.



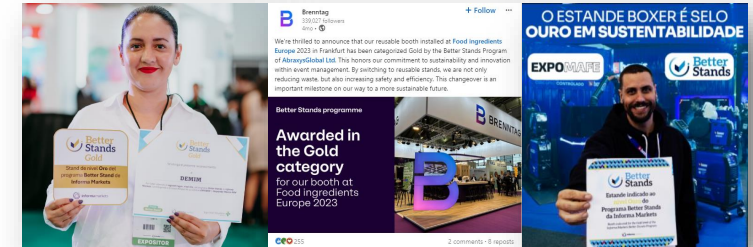
**Better Stands**  
862 followers  
1mo • Edited •

This week **Clarion Events**'s sustainability team is excited to be onsite at ENLIT Bilbao, conducting the first **Better Stands** assessment of the event's space-only stands. This marks an exciting step toward more sustainable exhibiting practices. After the event, they are looking forward to celebrating their exhibitor's commitment to stand reusability.

At ENLIT, the team are passionate about doing better for the planet, their welcome message for this year's show being "Let's create solutions that power the world without costing the Earth". Their Operational Event Director, **Joanne Wall**, says taking part in Better Stands was a "no-brainer" as "we all need to do better". <https://lnkd.in/d3iNAap>  
[www.betterstands.org](http://www.betterstands.org).

Enlit Europe Sophie Elliott Adele Kelly Nelly Zeissig Louisa L. Jorg Zeissig Gregor Bischof Pauline Teysedre Ben Wielgus Duncan Reid Ellen Osborne Kate Holliday Chris Skeith OBE Alexander Alles Kane Simpson Johannes Siems Stuart Mann Leah Riddell Lisa-Marie Engelmann Verena Lester Josh Taylor Andrew Harrison Peirui Tan Jan Gutmann Marley Farrell Lucille Ryan

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# ON-SITE: BETTER STANDS INDICATIVE RATINGS



## AN OPTIONAL ENGAGEMENT TOOL FOR EXHIBITORS AND ATTENDEES APPLICABLE TO THE FULL ASSESSMENT ONLY



### WHAT IS AN INDICATIVE RATING?

Indicative ratings look different to a “full” Certification, with the words “indicative or preliminary” on the rating. They are issued during show open and **are not final ratings as they are subject to change** depending on findings at dismantle.

### WHO ARE THEY FOR?

Better Stands Indicative ratings are more relevant to Exhibitors and visitors as an engagement channel to get them excited about the programme and obtaining certification of Bronze, Silver or Gold.

### HOW DO THEY WORK?

They should be shared with Exhibitors at the end of build/during show open. This allows the exhibitor to share the rating with their customers, the attendees. The ratings should also be accompanied by a letter for the Exhibitors explaining the rating and that the confirmed final certification will be received post show.

Organisers may choose to embed indicative ratings into wider sustainability awards.

# POST SHOW COMMUNICATIONS



- Sample
- Targeted
- By Exception
- To Bronze

As you have not fully assessed every space-only stand up to Gold, it's advised you don't share your incomplete data with your Exhibitors and Service Providers directly. This is because you may get queries from stands who were not rated, asking for their rating, or they may complain about only receiving Bronze, even if you did not assess further than that.

It's also advised that you do not make overarching claims on waste reduction or the Better Stands rating composition of your event, as you did not assess every space only stand to Gold.

You can still use your data to inform what actions you take next. For more information on assessment types, [see here](#).

## Full Assessment

When you have a complete set of data for all of your space-only stands, you have the ability to have more established direct communication with your Exhibitors and their Service Providers post show. There are several templates below that you can utilise to let them know their rating, celebrate them or encourage them to start considering a reusable stand. You can find the resources [here](#).

Post show <b>Service Provider</b> email template - Single Use	Post show <b>Service Provider</b> email template - Bronze	Post show <b>Service Provider</b> email template - Silver	Post show <b>Service Provider</b> email template - Gold
Post show <b>exhibitor</b> email template - Single Use	Post show <b>exhibitor</b> email template - Bronze	Post show <b>exhibitor</b> email template - Silver	Post show <b>exhibitor</b> email template - Gold
	Bronze certificate and social media badge	Silver certificate and social media badge	Gold certificate and social media badge

See what your stakeholders thought about Better Stands at your event and include questions in your post show survey

# POST SHOW: AWARDING BETTER STANDS CERTIFICATES



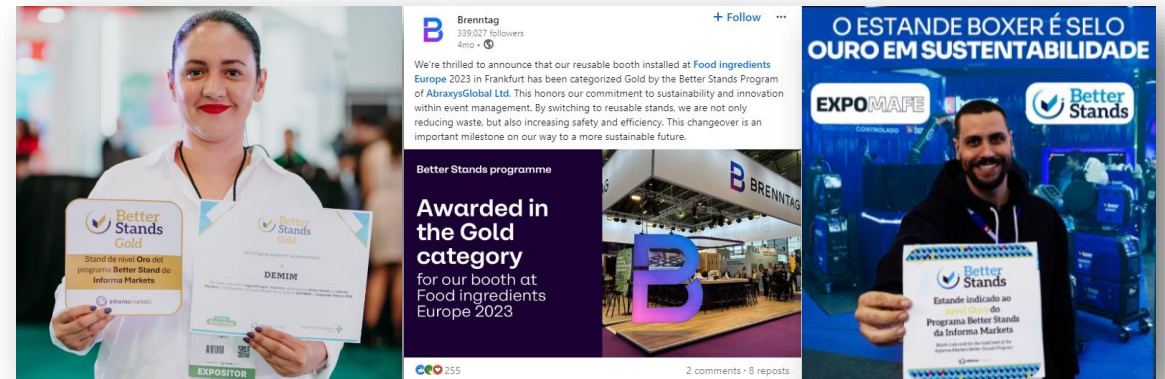
## RECOGNITION OF SMARTER, SAFER AND MORE SUSTAINABLE STANDS



Better Stands certificates are the official way we recognise Exhibitors and their Service Providers who build stands using reusable materials, following the [10-point Better Stands framework](#).

There are three levels awarded based on the assessment: **Bronze**, **Silver**, and **Gold**. Each certificate formally acknowledges the specific achievement.

## A TOOL FOR CELEBRATION AND PROMOTION



Certificates are also a practical **tool** designed to be shared. It provides Exhibitors and Service Providers with a credible way to:

- **Showcase** their commitment to best practice.
- **Amplify** success through marketing and social media.
- **Differentiate** themselves in the industry.

This playbook will show you how to effectively manage the process and empower your stakeholders to get the most value from their certificate.

# PRE EVENT ASSESSMENT COMMUNICATIONS

This is only applicable if you wish to offer your Service Providers the opportunity to pre-certify their stand before your show

# BENEFITS OF THE PRE-EVENT ASSESSMENT



## EXHIBITOR BENEFITS

- Highlights the **exhibitor's commitment** to sustainable exhibition design.
- Allows the exhibitor to **showcase** their sustainability efforts **to their customers** on the show floor.

## SERVICE PROVIDER BENEFITS

- Registered Service Providers are **visible to Exhibitors** who are actively seeking accredited partners **via the Better Stands website**.
- Service Providers can get package-lines certified, in addition to individual stands/booths.

For an overview of the Pre-Event Assessment jump to [here](#).

# PRE-EVENT ASSESSMENT BETTER STANDS COMMS TIMELINE



Documents should be uploaded 10 days prior to the event

# HOW TO INTEGRATE INTO COMMUNICATIONS

Check with your chosen assessor if they can provide a pre-event assessment in addition to the on-site assessment.

Share information on the Better Stands Pre-Event Assessment option to Service Providers, sharing information on how they can [join Better Stands](#) to be eligible in offering this service to Exhibitors

Inform Exhibitors of the Pre-Event Assessment option and how to obtain it e.g. that they should assign a [Better Stands registered Service Provider](#) to design and construct their stand.

# PRE-EVENT ASSESSMENT COMMUNICATIONS EXAMPLES



The below provides an **example** of how communications about the Pre-Event Assessment could be communicated to Exhibitors and Service Providers.

## EXHIBITOR PRE-EVENT ASSESSMENT COMMS

As part of our sustainability efforts, [Event Name] is working with Better Stands to encourage circular thinking during stand design and build.

To help you make the most of this opportunity and highlight your commitment to sustainable exhibition design, we invite you to consider working with a Better Stands registered Service Provider for your stand design and construction.

Partnering with a registered provider can help ensure your stand meets industry-leading standards, support the assessment process, and allows you to showcase your sustainability efforts on the show floor.

Search for Better Stands approved Service Providers on the [website](#).

## SERVICE PROVIDER PRE-EVENT ASSESSMENT COMMS

As part of our commitment to sustainability at [Event Name], we're inviting Exhibitors to take part in the voluntary Better Stands pre-event assessment process.

Exhibitors who decide to participate will be looking for design and construction partners who are Better Stands registered Service Providers.

Registered Service Providers are visible to Exhibitors who are actively seeking accredited partners for [Event Name] via the Better Stands [website](#), helping you connect with businesses that share your commitment to circularity in the events space.

To learn more about registration and its benefits, please visit the [Better Stands Registration page](#).

# BRAND GUIDELINES



For full guidance on how to correctly use the Better Stands Branding please ensure you have reviewed the branding guidelines document

## Key Points:

- What **cannot** be amended
  - The name “Better Stands”
  - The Better Stands logo
  - The 10-point framework and what is assessed in each element
  - The criteria for achieving, and the names of Single Use, Bronze, Silver and Gold
- What **can** be amended
  - Amend the colourings to suit your own brand
  - The wording and tone in your communications

ACCESS THE BRAND  
GUIDELINES [HERE](#)

# FAQS

# FAQS ON COMMUNICATIONS AND BRANDING



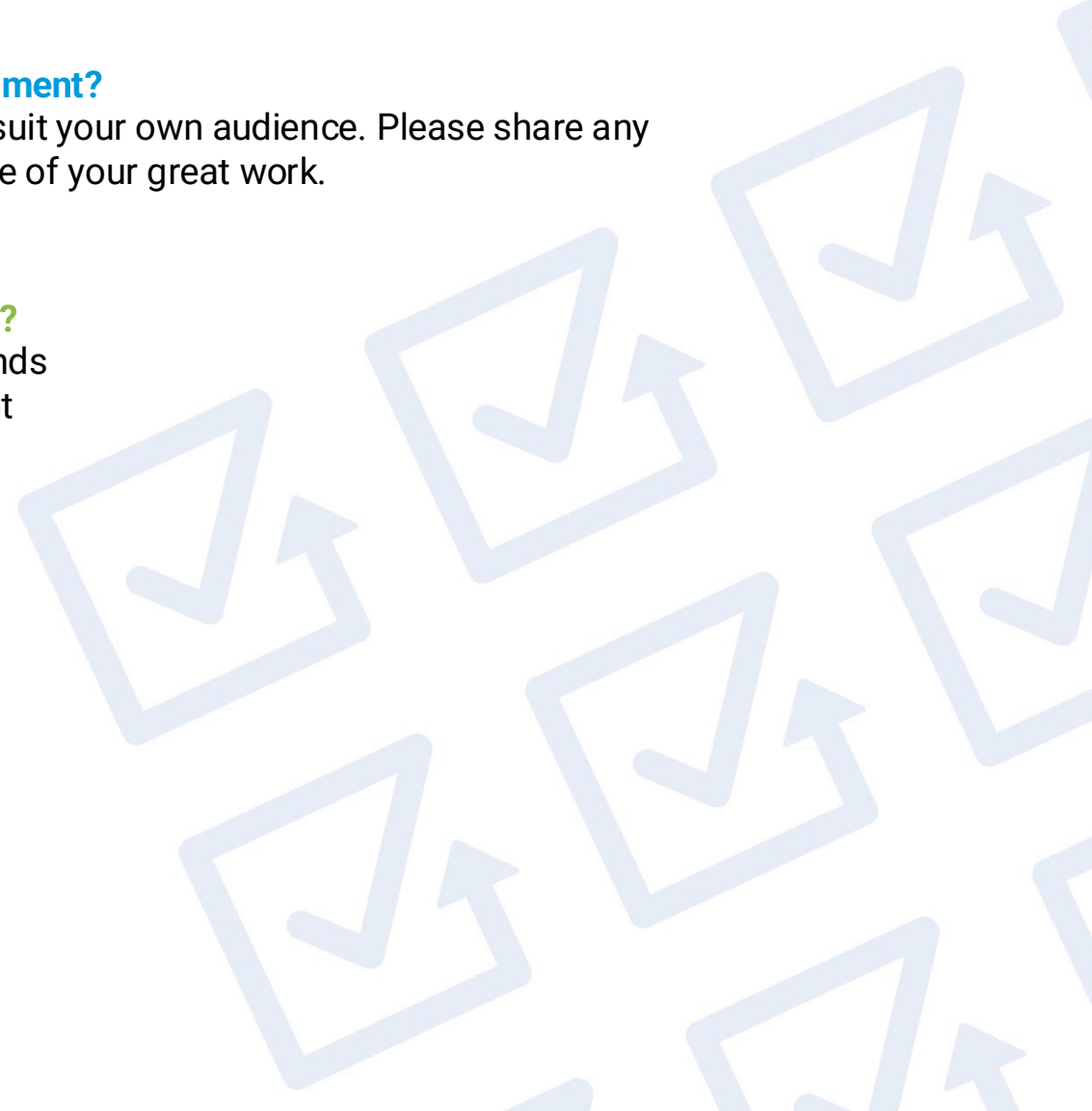
## **Can I create my own communications that aren't listed in this document?**

Yes, absolutely. We encourage you to create communications that suit your own audience. Please share any best practice with the Organiser group, who can also take advantage of your great work.



## **Do I have to use the Better Stands branding or can I create my own?**

It's expected that all Better Stands members will use the Better Stands logos as a minimum. Please consult the Brand Guidelines document for more information.



# FAQS FROM EXHIBITORS AND SERVICE PROVIDERS AFTER YOU BEGIN TO COMMUNICATE THE PROGRAMME



## What is the Better Stands programme?

The Better Stands programme is aimed to unite and encourage Exhibitors, along with their appointed Service Providers to move away from Single Use, Single Use stands at events, in favour of re-usable or recyclable structures.

The Better Stands framework has four ratings an exhibitor/Service Provider can achieve: Single Use, Bronze, Silver, Gold. As a programme we are most focussed on working with our Exhibitors and their Service Providers to reach Bronze. This helps facilitate a gradual transition from Single Use to reusable stands for all stakeholders.



## What is a Single Use stand?

When we talk about Single Use stands, we mean stands/booths that are used once, often made from raw materials on-site, such as chipboard, particleboard or low-density fiberboard (LDF).



## What is a reusable stand?

A non-Single Use/reusable stand is constructed using materials designed to be used multiple times. There are almost endless variations of multiple use stands to suit every size and desired appearance. It could be frame and fabric, wooden stock panels, aluminium modular, exhibitor owned or rented, cardboard flatpack, plus many more!