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Donald Cooper is respected by clients in over 40 industries as both a “thought leader” and a passionate visionary in the areas of marketing, service and business excellence.

Drawing from his real life experience as a world-class manufacturer, award-winning retailer and business speaker, he has helped thousands of businesses throughout the world to add more real value to their customers’ lives...and more dollars to their bottom lines.

To subscribe to Donald’s thought-provoking, idea-generating, **FREE** monthly electronic **Newsletter**, email us at newsletter@donaldcooper.com.

His website, www.donaldcooper.com also offers free articles and business tools.

The ABCs of Name Badges:

Based on my experience speaking at 100’s of conferences here are a few important tips on Name Badges...

- a) **It’s always a good idea to start with a clear purpose.** The fundamental purpose of Name Badges is to make it easier for people to meet, to connect and to feel comfortable.

In addition, Badges clearly identify your conference attendees so that folks from other conferences in the same hotel can’t sneak into your reception and eat all the shrimp.

Badges are also used to identify different categories of attendees such as buyers, suppliers, media, board members, etc.

In this age of technology, Badges with scannable codes are also used to track who attends which seminars or visits which trade show booths. The Gift Show in Toronto scans attendees’ Name Badges as they enter and after the first two days, they automatically email every retailer on their database who has not yet attended to remind them that they’re missing a great show.

- b) **Badges are meant to be read** without having to bend over and stare. The print needs to be large enough to be easily read from five feet away in a dimly lit room...and it never is. One of the main purposes of a Name Badge is to help people feel more comfortable meeting other people. Who thinks that bending over and staring at someone’s chest makes either party feel comfortable?

The information on the badge should include...

- first and last name,
- position or title,
- company name (unless it’s a one-company conference),
- city and country (unless everyone’s from the same city and the same country).

c) **There are many types of Badges...**

- **Magnetic Badges.** Avoid these like the plague! They are held on (but mostly not held on) by a magnet on the inside of your shirt or blouse. These are a disaster! All through the conference, you'll find dozens of them on the floor.
- **Pin-on Badges.** The ladies with fine silk blouses will really hate you for these.
- Peel & stick paper Badges. These are fine for short events or kids birthday parties. Other than that, avoid them.
- **String around the neck Badges** are much easier to wear. With a little knot tying, they're also adjustable. Their only shortcoming is that they twist and turn in the slightest breeze, thus rendering everyone "anonymous"!
- My personal favorite is the **elastic string around the neck Badges** with a summary of the conference events printed in small type on the back of the Name Badge so that attendees can quickly see "what's next" without opening their binders and searching through three inches of stuff. This is where the elastic neck cord comes in handy. Regardless of how good or bad your vision is, you can stretch the cord to the right focal length for you so that you can read that small print.

So, there it is. A few simple tips on creating simple Name Badges that actually work.

For more information on how Donald Cooper can help you redefine and reinvent your business to create, deliver and communicate compelling, customer-owning Value, visit our website at www.donaldcooper.com or email us at info@donaldcooper.com.