

BEYOND THE BUZZ How Science Creates Strategic Value for Stakeholders at Industry Trade Fairs

56 %

of visitors gained new knowledge they
expect to use at work

7.7 %

of it came from researchers' talks



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This morning: how to reach millions.

This afternoon: the few hundred who decide — and they are 30 metres away.

Broad communication

Out to everyone

Stage, journal, social media. Necessary — but nobody changes a farm because of it.

The relevant meeting

The right person, 1:1

Need meets solution. This is where a fair earns its value — and where research gets used.

Expert knowledge is not automatically
usable knowledge

Precision must be translated into practical meaning

A scientist can be exactly right — and the farm still does not know what to do differently tomorrow.

The right meeting makes knowledge actionable

Relevance

The title decides who comes. Nobody walks over from a stand for 'Preliminary results on ...'.

Concrete use

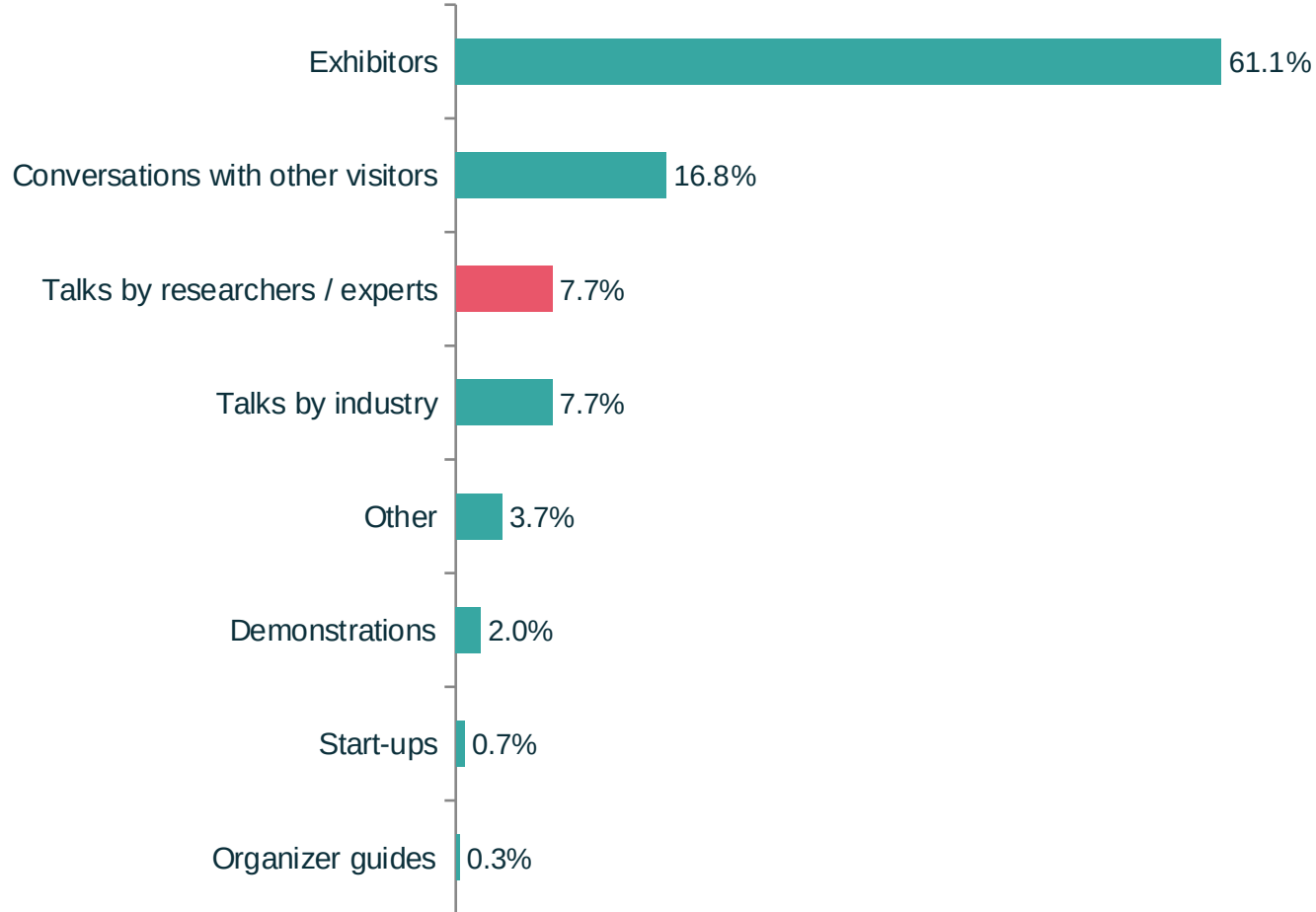
Present what you have. End with what they can do on Monday — not with 'more research is needed'.

The right person

Need and solution in the same conversation. One relevant meeting beats a full room.

From insight to decision

Where visitors say new knowledge came from



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of it came from researchers' talks — share of answers, visitors could name several sources. Most visitors did not attend the programme at all.

Not a failure of the programme. A map of where knowledge actually moves.

It works — even in an empty room

More than half

of the speakers who answered got concrete industry inquiries after their talk.

“Got good and concrete inquiries from customers, research and press afterwards.”

Speaker, HavExpo 2026

“Everything would have been fine if there had been people.”

Speaker, HavExpo 2026

Same place, same audience.

The human default — and what is demanded

6.4 %

of farmers' knowledge contacts were scientists. Fellow farmers: 50 %.

Wood et al. 2014, PLOS ONE

Peer chat

Farm health decisions run on own data, private fish-health services and farm-to-farm chat — WhatsApp groups, not journals.

Zhou et al. 2025, Prev. Vet. Med.

Buzz

Trade-fair theory puts knowledge transfer in stand conversations and observation. Lectures are not a channel.

Bathelt 2019; Yi & Jiang 2025

72 %

of visitors got what they came for. What they came for: new technology and relationships.

53 %

of exhibitors: visitors did NOT ask for research or evidence behind products.

Visitors are not looking for research. They are looking for a decision they can make. Research is demanded the moment it is translated into that decision.

Tasks First: WHAT, WHOM, WHEN — then HOW

WHAT

Which decision or task does my research change?

'Whether to move to mechanical delousing this autumn.'

WHOM

Who makes that decision — by role, not by sector?

'Production manager, mid-size salmon farm, Scotland.'

WHEN

Before, during or after the fair — and where do they already stand?

'At the equipment stands on Wednesday morning.'

HOW

Only now: format, message, follow-up.

'Five minutes at the stand + one dated follow-up.'

Knowledge creates value the moment a company can use it to decide, change or invest. Most of us start with HOW — the slides, the abstract, the format. Start with WHAT and WHOM, and HOW becomes obvious.

Exhibitors and visitors come for business value — not for research.

Give them the decision your research makes easier — and they will listen to both.

GLOBAL AQUA · OSLO · SEPTEMBER 2027 — WHAT WE WILL DO

- 1 Researchers on the floor — not next door
- 2 Short talks where the traffic is
- 3 Match the meeting — and measure it

So relevant knowledge does not stop at the stage, but gets used in practice.

QR
(URL follows)

**Scan — the presentation,
sources and more**

Slides, method, references and the three
questions to ask at a stand