



Communicating at Shows is Non-Verbal

More than half of what you and your staff communicate from your booth is non-verbal, conveyed through body language. It often determines whether a visitor will decide to enter your booth and interact with your staff.

Below is a refresher on some of the nonverbal behavior and standard interpretations you may wish to share with your staff prior to the show:

Non-Verbal Behavior	Interpretation
Arms crossed on chest	Defensiveness
Arms open and legs comfortable	Interested and involved
Avoiding eye contact	Ill at ease
Hand to cheek	Evaluating, thinking
Hands clasped behind back	Anger, frustration, apprehension
Hands covering mouth	Insecure, not sure of what is being said
Head resting in hand, eyes downcast	Boredom
Leaning away	Discomfort with the situation
Leaning in closer	Interest, comfortable
Looking at watch	Boredom
Looking away to the left	Lying
No eye contact	Lack of confidence, lying
Open palm	Sincerity, openness, innocence
Patting/fondling hair	Lack of self-confidence; insecurity
Pinching bridge of nose, eyes closed	Negative evaluation
Rubbing hands	Anticipation
Rubbing the eye	Doubt, disbelief
Sitting with legs crossed, foot kicking slightly	Boredom
Standing with hands on hips	Readiness, aggression
Tightly clenched or wringing hands	Nervous
Tilted head	Interest
Touching, slightly rubbing nose	Rejection, doubt, lying
Tugging at ear, nose/throat	Impatient, usually wants to interrupt