

EXHIBITION TO-DO LIST

WHAT YOU NEED TO MAKE THE MOST OUT OF YOUR EVENT



PRIOR TO THE EVENT

Research the event

- Date(s) of event
- Event location
- Size of event
- Attendees/Competitors

Plan your travel

Print collateral

- Marketing Materials (business cards, flyers, brochures etc)
- Promotional Items (pens, hats, USBs, stickers, candy etc)

Prepare your content marketing strategy (what you will post before, during, and after the event)

- Social media posts
- Website article/banners

Post about event on the relevant platforms and announce your attendance.

Plan your booth set-up

- Signage, backdrops and displays (eg table cloths, posters, media walls etc)
- Furniture
- Technology

Create a full list of all marketing items, personal items, and equipment to bring along

Devise your lead collection strategy

- Tablets, pen and paper, business card collection, give away competition, etc.

Plan a schedule for the event

- presentations, relevant keynotes, people you would like to meet etc.

Write a list of goals you want to achieve by the end of the event

Create and rehearse conversation openers

- What brings you to the expo?
- Are you looking for a new ____?

Prepare promo bags (optional)

DURING THE EVENT

- Bring all printed material with you to the event location
- Set up your booth/area
 - Place a bowl in your stand to collect other business cards
- Designate tasks and roles for each team member who is also attending the event
- Post about attending the event on your social accounts.
- Walk around the exhibition floor to get a feel for the event and its attendees
- Network with potential clients
 - Connect with people on LinkedIn

AFTER THE EVENT

- Enter all leads collected from the event into your database (including the bowl of business cards you collected)
- In the next 1-2 business days send out follow-up emails to these leads
- Review the event in an article on your website and on your social media accounts
- Assess your event performance based off the goals that were set earlier.

