"Anyone can put a decent stand together but a good exhibition stand partner will want to know what you want to achieve. The first question won't be to ask what your budget is but about what outcomes you expect."

Exhibition Project Planning

Exhibitions <u>work</u> because they are places where you can achieve many outcomes in one place within a short window of time. Before you can make this happen, we need to put a good plan together.

Just to mention, this planning tool assumes you are yet to book anything or are still considering it. If you have already booked a space at an event, please jump to step 3. This is just a guide designed to get you started, simply sketch in a few words and figures as you imagine things happening. You can use this basic info to construct a more precise plan after. Let's get started!

1. First, consider your objectives, there will be more than one, try to imagine 3 but in varying levels of importance. Put them in order of priority and give them a weight - i.e. in percentage or parts out of 10.

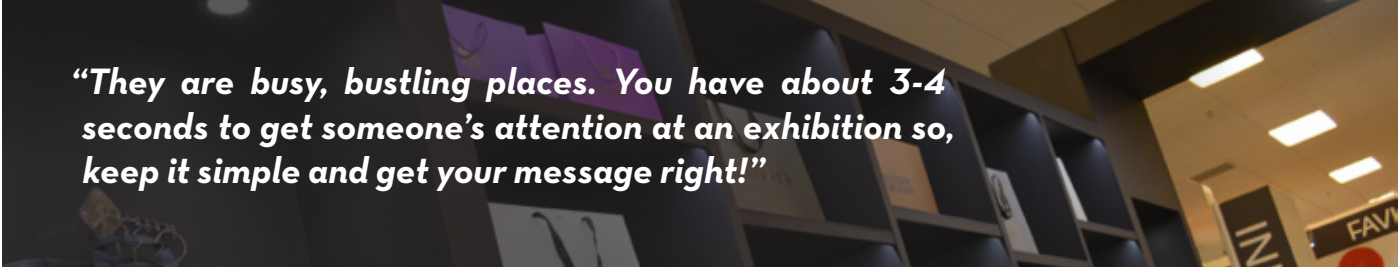| Objective 1:		Weight:	
Objective 2:		Weight:	
Objective 3:		Weight:	

2. Now, depending upon your marketplace, think where your prospects exist and where they would go to find you and then the events where they might associate what they do to how your business fits in. **Tip:** This isn't always obvious, it needs research and a good start is **ExpoCart** or **EventsEye**.

Markets:	Exhibitions:

3. Now you've chosen your event, pick a spot in the hall that feels open and accessible. Usually the good spots go first but think about where you can catch the most visibility. Now you've sorted that and booked your stand, it's time to look at your appearance and messages. The objectives will drive what you do here. Remember to keep this as simple as you can. Just note down a few keywords for a headline message that is of pure benefit to your visitor and captures your 'value proposition' perfectly.

Proposition:

4. Now it's time to think about that message and apply a theme. It will drive what the space, flow, visuals will become and also include an attraction. Just put a few ideas and important items in here. i.e. Gamify it, any interactions, high level branding, what images/colours...

Ideas:

5. Next, think of timing. Ideally we need about 3 months head start but can be less of course if you're really dedicated to the plan. We suggest breaking it into 3 chunks, Pre, during and post event, with a focus on the post event follow up. Assign some time and resource to this, include staff in this bit too.

Also, be aware of organiser and venue deadlines here as traditionally these need to be sorted several weeks before the show to avoid penalties. The exhibitor guides on any portal will tell you this info. A good exhibition provider will take care of all this admin for you too.

Event, Venue, & Dates:

Deadlines for forms and orders:

Think of the marketing and awareness building pre-show, where what and when. Consider the on-stand team and their duties, the time each prospect will have with you to maximise your day and finally, make sure the post-event plan is given the time and due consideration so your original outcomes are met.

Tip: Record your leads 'as they happen'. Collate your leads into your CRM or spreadsheet asap afterwards and call them within a few days after the show, whilst the memory's still fresh.

Pre Event:

On the Day:

Post Event:

boxy
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