



PRE-EVENT

1

3 MONTHS OUT

- Set goals & objectives
- Identify booth staff
- Create promotions

2 MONTHS OUT

- Begin email outreach, every 2 weeks
- Become familiar with event & layout
- Order promotions
- Make travel arrangements

6 WEEKS OUT

- Review ESM and order final show services
- Send VIP Invites

1 MONTH OUT

- Train staff
- Ship materials
- Launch social campaign
- Create event offer hashtag

3 WEEKS OUT

- Prepare lead fulfillment packets

1 WEEK OUT

- Send reminder emails



ONSITE

2

BEFORE THE EVENT

- Coordinate exhibit build out
- Pick up badges/passes
- Check on freight status
- Order onsite services
- Hold in-booth meeting
- Send same day thank you email to booth visitors
- Promote gathering or VIP event
- Execute according to your plan
- Promote event presence, especially through social
- Implement lead retrieval

DURING THE EVENT

- Send same day thank you email to booth visitors
- Promote gathering or VIP event
- Execute according to your plan
- Promote event presence, especially through social
- Implement lead retrieval
- Review booth selection

AFTER THE EVENT

- Coordinate outbound material handling



POST-EVENT

3

WITHIN ONE WEEK

- Follow up with MQLs and forward to sales team
- Survey staff, existing customers and partners
- Send thank you notes to partners, guests and staff
- Finalize invoices, track expenses
- Hold post-show staff meeting to discuss results and solicit input for improvements
- Prepare post-event analysis and share with stakeholders/executives
- Post event-related content, including photos and/or videos, and consolidate these assets for future event promotion opportunities



ONGOING

4

LONGER TERM

- Measure and analyze event ROI/ROAS/ROR/ROO
- Compile survey results and optimize future plans
- Nurture sales leads/SQLs
- Review actual expenditures against planned costs
- Add leads to email nurture list and share ongoing updates
- Provide post-show discount for booth attendees on the fence
- Engage on social media and reshare event content to keep the conversation going
- Review event technology used for future planning