

Here's our **brand-tastic checklist** to help you prepare for your next event

P.S. Don't be afraid to delegate, our team can help with lots of details, from exhibition display equipment to printed items and corporate gifts.

Pre-event

- Reserve your space and associated resources such as furniture and electricity
- Start with strategy - SMART targets for visitors, meaningful conversations, leads and sales
- Agree any special show offers
- Get sign-off on your budget for the event
- Confirm your exhibition display equipment will support great first impressions
- Select your top team, 80% of your event success depends on them
- Boost your team's confidence with branded resources - clothing, lanyards, folders, enquiry pads
- Stock up on quality business cards
- Order corporate gifts that will help start conversations – quality, practical, sustainable items, with great application of your brand

Pre-event marketing

- Set up your exhibitor profile for the event
- Invite your prospects and customers by mail/email
- Promote your attendance on social media
- Put a news angle on your presence and issue a press release
- Look at the exhibitor list, make contact with those you know and those you'd like to know!

Close to the event

- Confirm the dress code with your team and items they need to bring
- Plan photography at the event
- Train your team on lead generation and capture
- Test the assembly of your exhibition display equipment
- Confirm your follow-up strategy

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Event resources to take

- Exhibition display equipment
- Promotional items - print and corporate gifts
- Business cards
- Pads and pens to support lead capture
- Tech for demos and social media posts
- Refreshments for your team, ideally branded, refillable water bottles and thermal mugs
- Cleaning resources

At the event

- Appoint a team leader to coordinate a rota, stock and team wellbeing
- Familiarise yourself with the venue, fire escapes, toilets, refreshments, organisers
- Have a pre-event meeting to agree timings and final tactics
- Make time to visit other exhibitors
- Agree who is going to update your social media
- Keep the leads and business cards you collect in one safe place

Post-event

- Follow up your leads
- Follow up your leads again!
- Create a prospect list and consider sending contacts an eye-catching mailing
- Debrief and evaluate the event with the team
- Complete a stock check of your marketing resources
- Share feedback with organisers, perhaps express your interest in their next event and your preferred space