BEFORE THE EXPO, PAPERWORK: WHAT DO YOU NEED?
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In today's tutorial, we'll be covering the 3 pieces of paperwork every exhibitor needs to have for the show.

• Staff Timetable
• Checklist
• Data Capture Form

'Paperwork is not a 'necessary evil.' It's an essential tool for making sure you plan well, keep things organised, and maximise your return on investment.'

STAFF TIMETABLE

Expos are tiring so it's important to plan regular refreshment breaks. Doing that will mean staff will be fresh, enthusiastic and always ready to greet the next visitor with a welcoming smile. Events like the E3 Business Expo also present opportunities to attend seminars, workshops and networking events; your team should be encouraged to participate in them.

Having a staff timetable enables you to be properly organised. Yes, the timetable may change on the day - you'll need to be flexible to cope with especially busy periods or last-minute changes - but come what may, you'll always see better results when staff understand where they need to be at any given time.

CHECKLIST

Whether you are exhibiting locally or overseas, creating a list with everything that needs to be taken to the show should be a standard part of your preparations. Have a brainstorming session and put everything on your list. There will be promotional items such as the display stand, literature, business cards and promotional merchandise; you may also need prizes and materials for a prize draw. On top of that, there will be practical and emergency items: extension cables, notepads, Blutac, Velcro, sticky tape and so on. And for staff, you'll need to remember drinks, snacks and petty cash to cover any minor expenses.

Doing things last minute can result in mistakes, and it can create unnecessary pressure on the day of the event. A simple checklist will keep you on track and focused on your objectives.

DATA CAPTURE FORM

The whole point of exhibiting is to make new contacts so it's important to have a clear record of who you've met, what their interests were, and how you're going to get back in touch with them. As exhibitors, if we don't have that clear record, then any kind of organised follow-up will be impossible. There are electronic ways to record that data - barcode scanners and downloadable business card apps - but a printed form could still be useful as a back-up. We'll consider this in more detail on our next tutorial.

SUMMARY

With the right planning, you can focus on achieving an excellent ROI from the event, rather than last-minute problem-solving. Knowing what your team will be doing at what times, what you need to take, and how to capture important visitor data are the key ingredients to making the show a huge success.

IN OUR NEXT PRESENTATION...

Our next tutorial will continue the Paperwork theme, looking in more detail at data capture.

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