

AFTER THE EXPO: MAKE IT FAB #29 OF 36

EXHIBITOR TRAINING VIDEO

You used the 6 Ps to spend time doing all the right things before the expo: you did your planning; you brought the right people together; you invited prospects; you promoted the event beforehand; and you invested in print and merchandise.

On the day of the expo days, you ticked off the SELFLESS list. You engaged with visitors by offering merchandise; you involved them in prize draws or competitions; you qualified each lead; you captured accurate data, and of course, you had plenty of fun.

So what next? (Clue: you can expect another acronym.)

'Now the event is over, you need to make the Expo FAB: Follow-up, Analyse / debrief, and Book early.'



Let's cover these briefly now. The remaining tutorials will examine them in more detail.

FOLLOW-UP

Success is in the follow-up. When it comes to making a return on investment, everything comes down to what you do after the expo. In the next presentation, we will cover the importance of following-up, how to follow-up hot, warm and interested leads, and how to keep connected with everyone else.



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ANALYSE AND DEBRIEF

It's good practice to spend time analysing the expo in full. From revisiting costings to evaluating what worked well, it's about learning lessons so you'll be better prepared for the next event. Don't just total up your leads as your only measure of success; spend time with the team collecting their feedback and reviewing everything.

BOOK EARLY

Organisers naturally want exhibitors to re-book shortly after the event but there are good reasons why you should consider it - not least because it maximises your planning time for the next event. One of our forthcoming sessions will cover the reasons for booking early as well as some other best practice ideas, such as thanking everyone involved, and using social media to complete the event.



SUMMARY

FAB is a great framework for using after the Expo. It will help you to plan your follow-up work, learn lessons and understand how to improve your team's performance at future events.

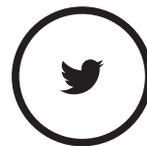
NEXT: FOLLOW-UP

In our next tutorial, we will start with the first letter of FAB: F for Follow-up. It's one of the single most important processes in earning your return on investment.

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