

# AFTER THE EXPO, FAB ANALYSE & DEBRIEF, STAFF DEBRIEFING #34 OF 36

## EXHIBITOR TRAINING VIDEO



It's important to take the time after each event to consider what worked well and to learn lessons for the future. As a framework for considering how you can improve the human dimension of your events, use the acronym DEBRIEF.

*'DEBRIEF: Data generated, Evaluating costs, Best moments, Reviewing improvements, Input from team, Exhibition protocols, Feedback from visitors.'*

## DATA GENERATED

Record the name, location and date of the event. Record the number of leads generated and break them down into segments. For example, hot, warm, interested, general. Keep space for logging the value of any orders and the date the prospect converted.

## EXAMINE COSTS

We covered this in the previous tutorial. You will need to include your costings sheet as part of your broader final analysis.

## BEST MOMENTS

Consider the best moments you and your team enjoyed at the expo, especially when a visitor showed significant interest or when leads or an order were generated. Analyse this and consider why it worked so well, and how you could repeat or improve upon it at future events.

**THE**  
***BEST MOMENTS***

