

# START, STOP, CONTINUE

Use this checklist throughout your trade show process - when evaluating your pre-show marketing, brand ambassadors, trade show performance, and your post-show follow up.



## TOPIC: PRE-SHOW MARKETING

### START:

- What is not being done, but should be?
- What can we do to get better results?
- What are some new ideas worth trying?

#### EXAMPLES TO GET YOU STARTED:

- *Direct mail to top targets*
- *Personalize invites from sales reps*

### STOP:

- What is not working or helping us?
- What is impeding our success?
- What isn't practical?
- What is not delivering desired results?
- What do we/others dislike?

#### EXAMPLES TO GET YOU STARTED:

- *Email marketing 3 months prior to event*
- *Ineffective advertising spend*

### CONTINUE:

- What is working well?
- What do we want to keep?
- What is worth continuing to see if it's worthwhile?
- What do we like/need?

#### EXAMPLES TO GET YOU STARTED:

- *Social media posts*
- *Drafting & maintaining creative brief*

Need help? Contact us and let the experts at Exhibit Concepts be your partner every step of the way.

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## TOPIC: BRAND AMBASSADORS

### START:

- What is not being done, but should be?
- What can we do to get better results?
- What are some new ideas worth trying?

#### EXAMPLES TO GET YOU STARTED:

- *Send a backup staffer for emergencies*
- *Give staffers alike devices for lead retrieval*

### STOP:

- What is not working or helping us?
- What is impeding our success?
- What isn't practical?
- What is not delivering desired results?
- What do we/others dislike?

#### EXAMPLES TO GET YOU STARTED:

- *Do 1:1 training as a group*
- *Less scripted engagement*

### CONTINUE:

- What is working well?
- What do we want to keep?
- What is worth continuing to see if it's worthwhile?
- What do we like/need?

#### EXAMPLES TO GET YOU STARTED:

- *Pre- and post-show team meetings*
- *Having water and hard candy for long shifts*

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## TOPIC: SHOW/EVENT

### START:

- What is not being done, but should be?
- What can we do to get better results?
- What are some new ideas worth trying?

#### EXAMPLES TO GET YOU STARTED:

- *Include hospitality in the booth*
- *Go LIVE on social channels*

### STOP:

- What is not working or helping us?
- What is impeding our success?
- What isn't practical?
- What is not delivering desired results?
- What do we/others dislike?

#### EXAMPLES TO GET YOU STARTED:

- *Using a portable/DIY display*
- *Ineffective engagement*

### CONTINUE:

- What is working well?
- What do we want to keep?
- What is worth continuing to see if it's worthwhile?
- What do we like/need?

#### EXAMPLES TO GET YOU STARTED:

- *Pre-scheduling 1:1 meetings with prospects*
- *Being mindful of budget & timeline*

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## TOPIC: POST-SHOW FOLLOW-UP

### START:

- What is not being done, but should be?
- What can we do to get better results?
- What are some new ideas worth trying?

#### EXAMPLES TO GET YOU STARTED:

- *Assigning leads onsite*
- *Show recap advertising*

### STOP:

- What is not working or helping us?
- What is impeding our success?
- What isn't practical?
- What is not delivering desired results?
- What do we/others dislike?

#### EXAMPLES TO GET YOU STARTED:

- *Tracking leads in Excel (use a CRM)*
- *Waiting 30+ days for follow up*

### CONTINUE:

- What is working well?
- What do we want to keep?
- What is worth continuing to see if it's worthwhile?
- What do we like/need?

#### EXAMPLES TO GET YOU STARTED:

- *Email campaign to prospects*
- *Tracking lead outcomes*

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