

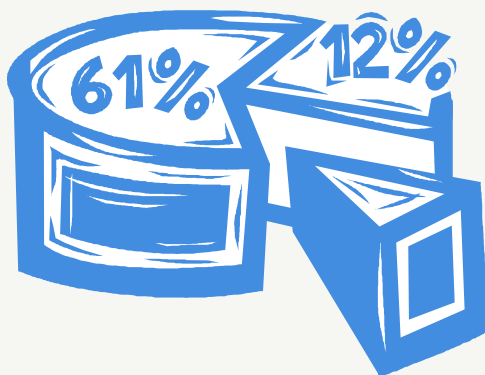
TRADESHOW TIP SHEET

MAY 2010

Write a Show Report!

“Write a report on the tradeshow? Why would I want to do that?”

Perhaps you need to justify your existence, Elmore! Having a good report on your show experience helps management determine whether the money they spend on the show (including your salary, travel, hotel, etc.) is worthwhile. What’s the payback? Do all of those dollars invested in tradeshow actually RESULT in anything more substantial



Sales, Leads and Follow-ups

Tradeshow marketing is an expensive proposition, mostly. So all of that money must result in sales and/or leads. Who are they? Where did they come from? What was the result? How long should you track them?

Start by having a conversation with your sales manager. Explain that you’re looking to track tradeshow leads through from beginning to end: to the sale or to the conclusion that there will be no sale in the foreseeable future. You and your sales manager should also make sure you’re on the same page in determining the scope of the leads that are generated via tradeshow: hot, lukewarm, cool (A, B and C leads); type of lead (dealer/distributor, individual, large or small company, etc. – whatever works best for

than a bunch of old boarding passes and drink coasters from that microbrewery you took those clients to?

Sure, a report is a useful thing. But it can be a lot of work. So let’s start with the assumption that you may not be able to turn in the bestest, most thorough report on your first show. But you should be able to do pretty well if you follow a few guidelines.

First, document everything. You probably have most of the information you need already. It’s hiding on your computer in e-mails, folder and sub-folders and in pieces of paper in files. Spend some time figuring out where everything is so that when you are ready to assemble a cohesive, coherent report you’ll have a good handle on where to begin.

your company). Add in other pertinent information you know: desired product, time-frame, budget, who they talked with at the show. Depending on the amount of leads you’ve gathered, you may want to include all of the information in your final report – or just detail the hot leads and include a short capsule of the warm and cool leads.

Finally, include information on your tracking mechanism: who’s following up what, how long they’ll be tracked, how they may be entering your sales funnel, what it typically takes to turn a lead into a sale. Much of this will probably come from your sales manager, but get as much as you can and plan on including at least the highlights in your report.

WHO’S ON OUR LATEST TRADE SHOW MARKETING PODCAST?

FIND OUT TODAY AT TRADESHOWGUYBLOG.COM/PODCAST



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AN EXECUTIVE SUMMARY GIVES EVERYONE A CHANCE TO TAKE THE HIGHLIGHTS IN AT A GLANCE AND INVITES THEM IN TO FIND OUR MORE DETAILS IF THEY'RE INTERESTED.

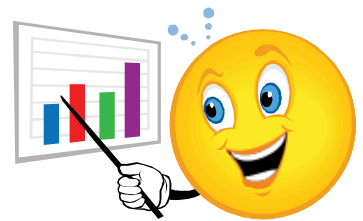
The Report Layout

Your report may be 10 pages or 50 or more. It's up to you. It's your report, but it's going to several departments. Ask yourself what's pertinent to management, sales, marketing? How much will they read? Who will see the final report?

Start with an executive summary so that those who can't find time or interest to read the entire report can at least see the bullet points and also notice what a find job you must have done on it. Include the company's strategy/goals/objectives for this particular show. If the objective is different from other shows, draw out some comparisons so that people who may be exposed to the tradeshow marketing world for the first time can put each show in context with the overall tradeshow marketing campaign. Discuss how it is

used to support or tie in with other marketing efforts.

Include results that you've gathered, such as lead count, quality of leads, media hits (TV, trade mag interviews, etc.). If overall visitor count for the show is important, include that. Estimate how many actually visited or saw your booth. Here's also the place to put your brief description of the booth itself, your exhibit activities, your conclusions and any advice you may want to offer for future shows.



The Booth, The Staff and Other Things

How did your actual booth do? How about the tradeshow staffers? Create a narrative of the booth, any changes that were made before the show (graphics, size, layout, etc.), and include any feedback you may have received from the management, staff or visitors on the new look or layout. If your booth is basically the same as in previous years, this may be a short section. But if you went through a lot of changes, examine what those changes were and how they were received. Did they look good? Did you find that they functioned as they were supposed to? Any changes you found that were not welcome? Anything you

need to upgrade for the next show? Include photos of the booth.

List the tradeshow booth staff. Give a one or two line description of their company position and booth tasks. Then add in a brief comment about how you felt they did at the show. You're almost acting like a teacher here, looking to grade them. If you are going to grade them in any way, measure them against the expectations you had for them (and what you actually told them), and add in marks for attitude and enthusiasm. In a tradeshow environment, attitude counts for a lot and you need people that fit in well in the chaos of tradeshow marketing and selling.

Bottom Line

Your tradeshow report should include a conclusion that puts this particular show into context against your entire tradeshow marketing program. Can you give a comparison between your appearances at this year's show vs. previous years? Was this show better or worse than previous shows? Was attendance up or down? Number of exhibitors up or down? Company sales up or down? Include it.

Finally, make a few statements about how you perceive the show in comparison to other shows that you attend. Is this a great one? Weak? Judge not only sales and leads, but in branding and net-

working opportunities and other elements you deem to be worth of inclusion. If you see problems with this show, or in how it was handled, point them out as best you can. If you see strengths, mention them.

In this short newsletter it's impossible to cover everything that you can put in your report. If you think there are missing elements, ask management, sales and marketing to see what is important for them to see. If it's your first re-cap report, make it as thorough as possible and recognize that there's always room for improvement next year.