

Planning Worksheet

Event Overview

Name of Event _____
Dates and Venue _____
Goals/Measurement _____
Target Audience _____
Solution Focus _____
Key Messages _____

Promotion

Pre-Show _____
At-Show _____
Sponsorships _____
Public Relations _____
Press Announcements _____
Post-Show Follow-Up _____

Personnel

Sales & Marketing _____
R & D/Tech Support _____
Management _____
Staffing Schedule _____
Press and PR _____
Partners _____

Exhibit (Stand)

Logistics _____
Exhibit Content _____
Lead Management _____
Exhibit Activities _____
Signage and Theme _____
Competitive Activities _____