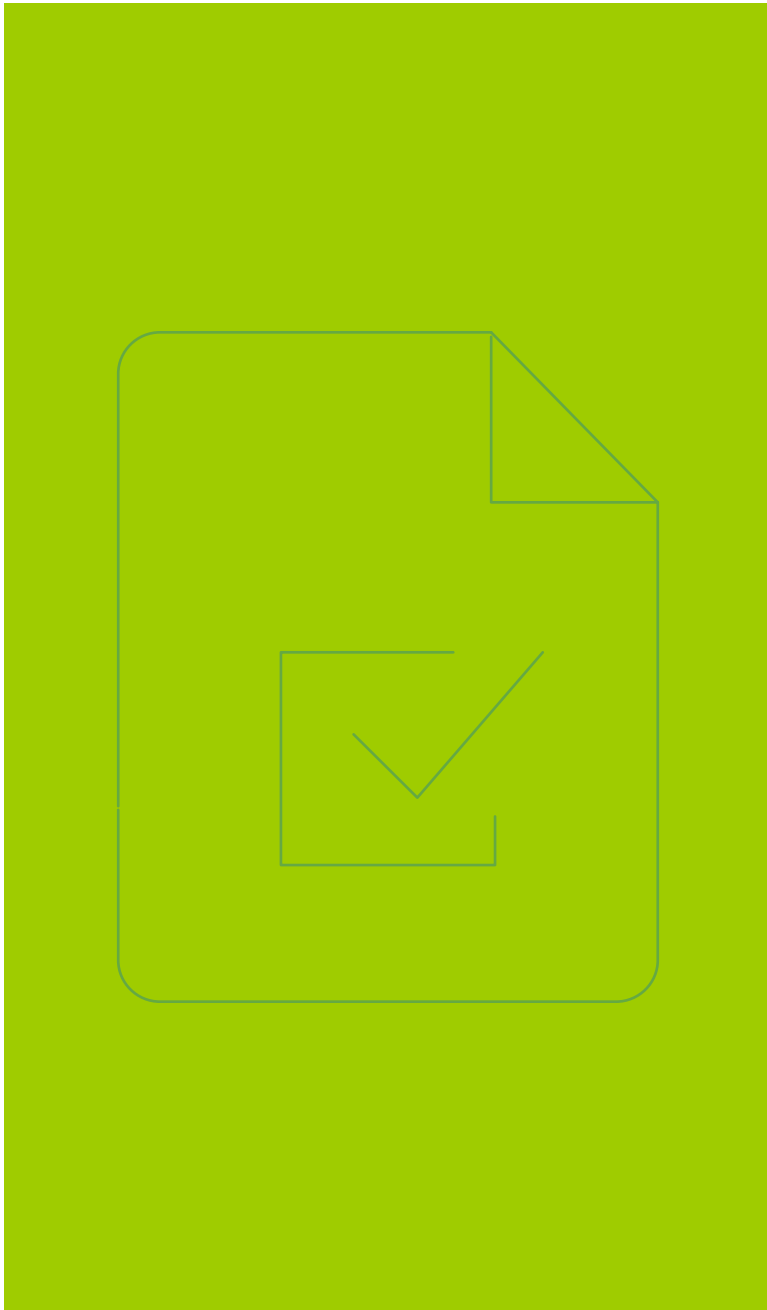




# *your exhibit insights*

**Key Post-Show Questions to Ask Your Sales Team**

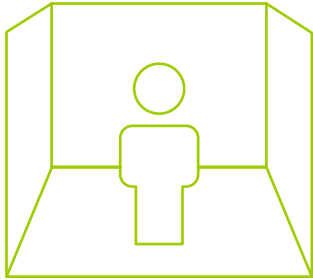


*After months of planning, myriad to-do lists, and miles logged across the convention center, you pack up the last box with a smile on your face.*

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You came, you exhibited, you conquered. Now it's time to relax. But wait, there's more! Before you hit the couch, be sure to survey your sales team about the experience — from booth layout and audience assessment to key takeaways.

Asking questions (preferably during and right after the show, so it's fresh) can make the difference between a good experience and a great one. Taking time to hear and understand valuable perspectives affects budgets, strategies, and logistics. And it ensures your brand makes the most of every show experience.



## Exhibit Booth

The booth acts as the centerpiece of your conference presence, so it's important to know whether what you're showcasing works. Asking key questions about the strategy behind the design, as well as the execution at each show, can fine-tune your footprint to get attendees flowing and sales moving.

What did you like/dislike about the design, lighting, and location?

Was the theme and messaging effective for our objectives? Did it align with this conference? And did it align with our brand and style guidelines?

Did you incorporate the right event technology to pique audience interest?

Did the meeting space accommodate your needs and allow for active communication?

How many total meetings took place and did they result in new leads/sales?

Did the furniture style/type, as well as arrangement, reflect our brand and facilitate effective connections?

Was the booth properly staffed to engage attendees?



## Attendee Engagement

Knowing your target audience and ensuring they're represented at the events you attend are essential to exhibit planning. Even if you've been attending a particular show for years, things change. Taking inventory after each event ensures you're making the best connections at the right shows.

Did the audience include the types of prospects you seek?

How many total connections were made?

Of those connections, how many were existing contacts versus new leads?

How long did attendees stay in the space?

What feedback did you receive from visitors?



## Outside-the-Booth Activation

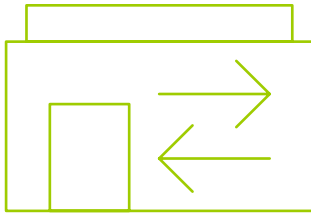
Hosting a special event or creating a sponsorship activation can be a great way to connect with audiences and prospects outside your exhibit. But the kicker is making sure the spend pays dividends to your objectives. Talking directly to your salespeople can cut through the “it was fun” commentary and get to the meat of whether “fun” translated to measurable success.

Did the sponsorship/activation/special event attract the right audiences?

Did the experience lead to connections with potential buyers and/or lead to sales?

Are there improvement areas you recommend (i.e. expanded or reduced activation, more intimate setting, etc.)?

How did the pre-show communications support the scheduling of meetings and driving engagement for this show? How could this be more effective?



## Conference Overall

Taking time to ask your team important questions allows everyone to step back and evaluate with an intention to do better and generate more value from your exhibit strategy. An in-depth debrief opens up opportunities for new strategies and uncovers issues so you can elevate your event presence and the experiences delivered in meaningful ways.

Rate the overall show experience (audience, offerings, expo) on a scale of 1-10.

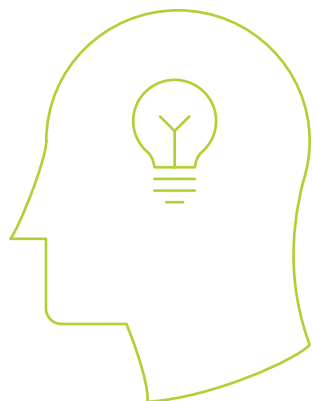
Should we increase our presence next year or spend these marketing dollars elsewhere?

### **Two final recommendations to consider**

Work with your sales teams to incorporate a lead management system to track leads from each show to better understand in which stage each lead falls within the buying process. Efficient lead tracking will illuminate the ROI of your overall efforts.

Make sure you outline the overall post-show process, assessment, and engagement plan with your sales teams. They need to understand the level of interest for the leads gathered so they can plan strategies accordingly for hot leads versus those that need to be nurtured before a sales rep steps in.

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*Once you're armed with meaningful insights, you'll be energized to start the process again – this time with an increased strategic approach and lessons learned.*



# *get more insights*

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