

STAY ORGANIZED

Events Essential Checklist

TASK	DATE DUE	COMMENTS	STATUS
PERSONNEL			
Appoint a project manager	<input type="text"/>	<input type="text"/>	Choose an item.
Agree a committee/team	<input type="text"/>	<input type="text"/>	Choose an item.
PRELIMINARY			
Agree event objectives (<i>sales, leads, awareness</i>)	<input type="text"/>	<input type="text"/>	Choose an item.
Select target market (<i>customers</i>)	<input type="text"/>	<input type="text"/>	Choose an item.
Review suitable shows (<i>stats, visit</i>)	<input type="text"/>	<input type="text"/>	Choose an item.
Select shows to exhibit at	<input type="text"/>	<input type="text"/>	Choose an item.
EVENT SPECIFICS			
Agree space, size, type & location	<input type="text"/>	<input type="text"/>	Choose an item.
Book space (<i>complete application forms</i>)	<input type="text"/>	<input type="text"/>	Choose an item.
Check regulations - stand height, size, stand design approval	<input type="text"/>	<input type="text"/>	Choose an item.

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UNLOCK THE POTENTIAL OF YOUR PRINTED DISPLAYS



Order extras - scanners, lights, electric sockets, carpets, refreshments, refuge collections	<input type="text"/>	<input type="text"/>	Choose an item.
Check safety regulation & show insurance	<input type="text"/>	<input type="text"/>	Choose an item.
Book show photographer (<i>if desired</i>)	<input type="text"/>	<input type="text"/>	Choose an item.
Order passes - parking, set up, dismantle, exhibitors, visitors	<input type="text"/>	<input type="text"/>	Choose an item.
EVENT OFFERING			
Decide what products or services to promote	<input type="text"/>	<input type="text"/>	Choose an item.
Agree primary messaging	<input type="text"/>	<input type="text"/>	Choose an item.
Consider stand entertainment / engagement (<i>demonstration, competition, video, quiz</i>)	<input type="text"/>	<input type="text"/>	Choose an item.
Prepare exhibits	<input type="text"/>	<input type="text"/>	Choose an item.
DISPLAY REQUIREMENTS			
Agree display requirements (<i>single use, multiple use, indoors, outdoors, changeable</i>)	<input type="text"/>	<input type="text"/>	Choose an item.
Decide on stand type (<i>shell scheme cladding or free standing displays</i>)	<input type="text"/>	<input type="text"/>	Choose an item.
Create stand design	<input type="text"/>	<input type="text"/>	Choose an item.
Order display/graphics	<input type="text"/>	<input type="text"/>	Choose an item.



COMMUNICATION PLAN			
Pre show communications <i>(who to invite, how to raise show awareness)</i>	<input type="text"/>	<input type="text"/>	Choose an item.
At the show what message do you want to get across	<input type="text"/>	<input type="text"/>	Choose an item.
How & when to follow up after show	<input type="text"/>	<input type="text"/>	Choose an item.
PROMOTION			
Complete entry for show guide	<input type="text"/>	<input type="text"/>	Choose an item.
Website - banners, news, blog	<input type="text"/>	<input type="text"/>	Choose an item.
Social media <i>(LinkedIn, twitter, Facebook)</i>	<input type="text"/>	<input type="text"/>	Choose an item.
Email invitations	<input type="text"/>	<input type="text"/>	Choose an item.
Direct mail	<input type="text"/>	<input type="text"/>	Choose an item.
Develop a PR plan	<input type="text"/>	<input type="text"/>	Choose an item.
FOLLOW UP			
Develop timetable of when to follow up	<input type="text"/>	<input type="text"/>	Choose an item.
Agree how to follow up <i>(LinkedIn, email, call, direct mail)</i>	<input type="text"/>	<input type="text"/>	Choose an item.
Design follow up material	<input type="text"/>	<input type="text"/>	Choose an item.



STAFFING			
Time table for manning the stand (<i>allow time to research other exhibitors</i>)	<input type="text"/>	<input type="text"/>	Choose an item.
Identify briefing or training requirements	<input type="text"/>	<input type="text"/>	Choose an item.
Agree dress code (<i>order corporate clothing, name badges</i>)	<input type="text"/>	<input type="text"/>	Choose an item.
Book interpreter (<i>if required</i>)	<input type="text"/>	<input type="text"/>	Choose an item.
Book travel & accommodation	<input type="text"/>	<input type="text"/>	Choose an item.
Agree a set up & break down schedule	<input type="text"/>	<input type="text"/>	Choose an item.
Assign staff follow up roles	<input type="text"/>	<input type="text"/>	Choose an item.
EQUIPMENT			
Additional portable displays (<i>roller banners, flag, A-boards</i>)	<input type="text"/>	<input type="text"/>	Choose an item.
Lighting (<i>if not booked from venue</i>)	<input type="text"/>	<input type="text"/>	Choose an item.
TV equipment	<input type="text"/>	<input type="text"/>	Choose an item.
Tablet (<i>ipad</i>) & stand	<input type="text"/>	<input type="text"/>	Choose an item.
Furniture - table, stools, counter	<input type="text"/>	<input type="text"/>	Choose an item.
Literature stand	<input type="text"/>	<input type="text"/>	Choose an item.



Stationery - pens, paper, scissors, tape, velcro	<input type="text"/>	<input type="text"/>	Choose an item.
Mobile phones, chargers, adapters, extension leads	<input type="text"/>	<input type="text"/>	Choose an item.
Catering equipments & refreshments	<input type="text"/>	<input type="text"/>	Choose an item.
Cleaning supplies, rubbish bags	<input type="text"/>	<input type="text"/>	Choose an item.
MARKETING MATERIAL			
Business cards	<input type="text"/>	<input type="text"/>	Choose an item.
Brochures	<input type="text"/>	<input type="text"/>	Choose an item.
Give aways	<input type="text"/>	<input type="text"/>	Choose an item.
Press packs	<input type="text"/>	<input type="text"/>	Choose an item.
Folders or Wallets (<i>make information easy to retain</i>)	<input type="text"/>	<input type="text"/>	Choose an item.
Posters	<input type="text"/>	<input type="text"/>	Choose an item.
EVALUATION			
Did you meet your objectives? (<i>sales, leads</i>)	<input type="text"/>	<input type="text"/>	Choose an item.
Were you on budget?	<input type="text"/>	<input type="text"/>	Choose an item.

