

Event Workbook

HOW TO STAND OUT AT YOUR NEXT EVENT

In-person marketing at state, county and local events is a powerful way to build consumer awareness of your business and generate sales and leads. It takes concerted effort to pull off a successful event. We have compiled the best practices for events to help you identify, execute, and evaluate an event to make the most of this opportunity. Follow these three steps to make sure your next event gets you the results you need.



STEP 1 IDENTITY

NOT ALL EVENTS ARE CREATED EQUAL AND NOT ALL EVENTS DRAW THE SAME CROWD. WHEN PLANNING YOUR NEXT EVENT CONSIDER THE FOLLOWING POINTS TO ENSURE A GREAT RETURN ON INVESTMENT.

Audience

Decide which audience you want to target and make sure the event you choose will draw that same audience.

Cost

Look at the estimated number of attendees and compare that to the cost of the booth. You need the right mix of an affordable space that can be offset by a suitable number of qualified prospects stopping by your booth to justify the time and money spent.

Distance

Be aware of how far the attendees will travel to the event. Some events can pull in attendees from hundreds of miles away. If you are not able to perform business outside your immediate city or county, create a plan to know how to help those outside your service area.

Goals

Set expectations for the event by determining how many total sales you'll achieve and break it down to a daily goal. Also, always have the standard of following up on any leads within the first 48 hours.

Internet/TV

Depending on your needs, check to see if you'll have access to the Internet, a live TV feed or other services to make sure you can demonstrate your product(s) and capture sales immediately.

Promote

Be sure to promote your event beforehand to drive customers to your booth. Highlight incentives that will entice visitors to stop by, such as special sales promotions, enter-to-win prizes, instant giveaways and games. Consider using advertising on the radio, TV, newspaper and any social media outlet.



STEP 2 EXECUTE

NOW IT'S TIME TO CONVERT YOUR EVENT PREPARATIONS INTO RESULTS. BEFORE YOU START TALKING TO VISITORS, REVIEW THE "EVENT CHECKLIST" ON PAGE 4 TO MAKE SURE YOU HAVE EVERYTHING YOU NEED. FROM INITIAL CONTRACTS AND INSURANCE REQUIREMENTS FOR AN EVENT, TO THE TAPE AND BANNERS, THE CHECKLIST WILL HELP YOU STAY ORGANIZED.

Encourage the consumers to stop and experience your products and services by offering low-cost giveaways to everyone who tries out the product. Giving your potential customers a hands-on experience will help your product to sell itself.

Proactively attract and invite passersby to your booth with different greetings and gestures. Engage consumers who respond positively. Do not attempt to engage those who respond negatively or not at all. Stand facing the direction of traffic flow around your booth. Most importantly, make sure all sales representatives look professional, happy, inviting, and are appropriately trained on your products. Always smile and speak with confidence and conviction during a sales pitch.

Pictures

-  Follow these photography tips to ensure you keep an excellent visual record of your event.
-  Make sure your photos show the entire tent or booth without cropping out your display.
-  Get a close-up of your registered business name and logo showing they are prominently displayed and professionally printed.
-  Avoid dark or blurry photos by using enough light or a flash and a decent camera.
-  Take photos during the event. Make it obvious that you attended a live event by showing people at your booth and the surrounding event.
-  Be prepared to share digital copies with any business partner(s) in case they are helping fund your event and need proof of your presence.



STEP 3 EVALUATE

AFTER THE EVENT, IT'S EASY TO JUST START PUTTING TOGETHER THE NEXT ONE AS A ROUTINE. TAKE THE TIME TO EVALUATE SOME OF THE FOLLOWING AREAS TO HELP YOU KNOW IF THE EVENT WAS SUCCESSFUL AND IF YOU NEED TO MAKE ANY IMPROVEMENTS.

Budget

Were you over or under budget? If you were over budget, could you have done anything to save money or cut back in non-critical areas? If you were under budget, should you have invested in more marketing or higher-value giveaways? After every event, answer these questions to find out the best ways to utilize your event funds.

Measure Goals

Track the number of sales at the event, residual sales afterwards and the total amount of leads. How many upgrades or up-sells were done? Did you meet your goals? Which tactics worked best to generate sales?

There are many other areas you can evaluate, so don't stop with just these suggestions. You may have to look at your event staff to know if they need additional training or support. You may also have to change your tactics by event. Some events will need extra creativity and others will be pretty straightforward.



TAKE TIME TO EVALUATE THE SUCCESS OF YOUR EVENT.

Event Checklist

Use this checklist to gather important items for your next event. Some items may not apply, so customize your list to best suit your needs.

EVENT CONTRACT EXECUTION

- Booth Size & Location
- Certificate of Insurance
- Contact Person
- Due Dates
- Final Contract with Cost Breakdown
- Sponsorship Elements

BOOTH DISPLAY

- Back Wall
- Banners
- Chairs
- Digital Signage
- Electrical
- Indoor Carpet or Flooring
- Internet / WiFi Hotspot
- Lead Card Collection Box
- Live TV Feed or Pre-recorded Content
- Outdoor Tent, Flags & Flooring
- Product Display
- Table
- Tablecloth
- Tablets for Demonstrations
- TV(s)

SALES STAFF

- Approved Professional Attire
- Event Rules Overview
- Expectations
- On-Site Meetings
- Schedule / Staffing Calendar
- Training

MARKETING MATERIALS

- Business Cards
- Camera
- Comparison Flyers
- Customer Order Forms
- Customer Price Estimate Forms
- Gift-With-Purchase Items
- Giveaways / Games
- Laptop / Tablet for Orders
- Lead Generation Forms
- Literature / Holder
- Raffle
- Special Offers

MISCELLANEOUS BOOTH ITEMS

- Chargers
- Extension Cords
- Rope
- Scissors
- Stapler
- Swiffer Mop
- Tape
- Trash Can & Bags
- Vacuum
- Wet Wipes
- Writing Utensils

OTHER

Budget Worksheet

Event Assumptions: Identify some of the basics about the event and figure out how much it will be on your cost per acquisition.

EVENT ASSUMPTIONS

Date Range	to
Booth Size	x
Product Demos	Yes or No
Cost Per Acquisition Goal	\$

BOOTH SPACE / EVENT

Contracted Price	\$
Hotel	\$
Internet / WiFi	\$
Personnel	\$
Power / Electricity	\$
Travel	\$
Total Expense	\$

MARKETING EFFORTS

Newspaper	\$
Print Advertising	\$
Radio	\$
Social Media	\$
Television	\$
Travel	\$
Total Expense	\$

EVENT EXPENSES

Booth Space / Event Total Expense	\$
Enter-to-Win Items	\$
Giveaways	\$
Marketing Efforts Total Expense	\$
Miscellaneous (Other)	\$
Total Expense	\$

