

WeDo events. For many businesses, tradeshow, expos, conventions and other business events are vital to their bottom line. With so much riding on these annual and semi-annual occasions, it is imperative to work with a creative partner who understands what is at stake. Start with this checklist that runs the gamut from pre-event to at-event and post-event activities.

Pre-event

- Develop an event specific integrated marketing campaign (offline and online).
- Print personalized invitations for a more personal touch offering multiple ways to RSVP.
- Send a series of emails (save-the-date, tease, and to promote special speakers, presentations or demonstrations).
- Begin promotional conversations on social media to create a “buzz.”
- Procure promotional products (pens, notepads, bags, or this year’s “must-have” tchotchke). **Pro Tip:** Give yourself 60–90 days lead time to get items that may come from overseas.
- If your event is a tradeshow, ensure you have a booth and all appropriate graphics and signage. For other events design impactful onsite directional signage, banners, posters and even floor graphics.
- For events that require food and beverage, source a caterer/supplier and be sure to order at least one month in advance. Verify two weeks out.
- Print informative marketing and sales collateral (brochures, flyers, handouts).
- Order logo apparel for all booth staff or employees to wear at the event.

At-event

- Ensure your tradeshow booth and all signage and graphics have arrived safely and are not damaged. **Pro Tip:** Call a local PIP if you need immediate on-site help with any print or sign replacements.
- Make sure you have enough brochures and other materials for your expected audience and that they are easily accessible.
- Ensure any onsite giveaway or drawing is highly visible for all to participate.
- Make sure all AV required is set up and working properly.
- Deliver an immersive experience with video and other online features.
- Your employees and booth attendants are brand ambassadors for your company. Make sure they are well informed about the message you want communicated to your audience.
- Deploy social media messaging throughout the event to engage with attendees and those who weren’t able to attend.

Post-event

- Mail thank you letters or postcards to promote post-event specials.
- Email a post-event survey.
- Send an incentive email with special offer.
- Implement a direct mail nurturing campaign to keep your business top of mind with the new leads generated. Consider content or offers that would be appropriate for wherever they are in the buyer journey.
- Consider a local press release announcement.

Ready to get started? **Contact us at pip.com.**