

Exhibition Planner

6-12 Months In Advance	Who	Comments	Done •
<ul style="list-style-type: none"> ● Set Objectives 			
<ul style="list-style-type: none"> ● Plan Budget 			
<ul style="list-style-type: none"> ● Select Shows 			
<ul style="list-style-type: none"> ● Book Space 			
4 Months			
<ul style="list-style-type: none"> ● Obtain and study "Exhibition Pack" 			
<ul style="list-style-type: none"> ● Create Detailed Written Brief 			
<ul style="list-style-type: none"> ● Source Existing Origination 			
<ul style="list-style-type: none"> ● Select Display Stand/Graphics Provider 			
<ul style="list-style-type: none"> ● Select Stand Staff 			
<ul style="list-style-type: none"> ● Arrange Staff Accommodation 			
3 Months			
<ul style="list-style-type: none"> ● Establish Staff Rota 			
<ul style="list-style-type: none"> ● Select Stand Managers 			
<ul style="list-style-type: none"> ● Plan Printed Materials 			
<ul style="list-style-type: none"> ● Pre-Show Mailer etc 			
<ul style="list-style-type: none"> ● Promotional Items 			
<ul style="list-style-type: none"> ● Order Show Services 			
6-8 Weeks			
<ul style="list-style-type: none"> ● Confirm Staff Rota / Managers 			
<ul style="list-style-type: none"> ● Distribute Show Info / Company Objectives to Staff 			
<ul style="list-style-type: none"> ● Check on Production of Display 			
<ul style="list-style-type: none"> ● Check on Production of Mailers / Invites 			
<ul style="list-style-type: none"> ● Confirm Pre-Event Advertising 			
3-4 Weeks			
<ul style="list-style-type: none"> ● Send Mailers / Invitations 			
<ul style="list-style-type: none"> ● Confirm Shipping Information 			
<ul style="list-style-type: none"> ● Organise Staff Training 			
1-2 Weeks			
<ul style="list-style-type: none"> ● Check Show Services Orders 			
<ul style="list-style-type: none"> ● Check Schedule of Display / Graphics 			
<ul style="list-style-type: none"> ● Confirm likely Visitors to Stand 			
<ul style="list-style-type: none"> ● Prepare Promotional Items 			
On Site Before Opening			
<ul style="list-style-type: none"> ● Assemble / Oversee Assembly of Stand 			
<ul style="list-style-type: none"> ● Check AV Equipment 			
<ul style="list-style-type: none"> ● Check All on Site Services 			
<ul style="list-style-type: none"> ● Confirm Arrival of Literature / Promotional Items 			
<ul style="list-style-type: none"> ● Conduct Pre-Show Briefing for Staff 			
Post Show			
<ul style="list-style-type: none"> ● Ensure all Leads Contacted 			
<ul style="list-style-type: none"> ● Hold De-Briefing 			
<ul style="list-style-type: none"> ● Check Results Against Objectives 			