



HOW TO CREATE A GREAT EXHIBITION BRIEF

Hi,

Not many people know that exhibition planning doesn't need to be time-consuming with an outcome that's expensive and hard to measure. It's simple if you know the right questions to ask.

But what are the right questions? We've created this short guide which includes a full list of questions for you to use to create a strong brief for your next exhibition.

We know that it's far too easy for exhibitors to stumble into 'the default approach' – creating a stand that tries to say everything and lacks focus on a core theme.

To stop this from happening, it's important to focus every single element of your stand design and campaign around your exhibiting objectives. They should be a cornerstone of your brief. After all, if you don't know what you want to achieve, how is an agency or design and build contractor supposed to help get you there?

A great brief will use your objectives and co-ordinate all the working parts of your exhibiting programme, such as hospitality, competitions, demonstrations and digital engagement. It also helps you to focus on which message you want to tell to who. A few simple messages are far more powerful than a hundred competing for attention.

Creating a great brief will allow you to present your exhibition objectives, campaign messaging and integrated exhibition activities to senior management and the sales or stand team to capture their attention and support early. Any agencies or design and build contractors you work with will also be able to bring your exhibiting campaign to life by producing work consistent with your vision right from the start.

Finally, the best kept secret of writing a great exhibition brief is that it shouldn't be too prescriptive. It shouldn't have all the answers but it should detail your desired outcome and challenge you face when exhibiting.

We hope you'll find this guide useful while developing your next exhibition brief. Whether or not we have the pleasure of helping you with your next exhibition stand, we wish you the best of luck with your event!

James Rook

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TO USE THIS WORKSHEET:

Go through each prompt or question in order and use the accompanying table to help fill in all the details under each heading. These details can then form the basis of your in-depth exhibition brief.



RELEVANT BRAND MESSAGE FOR THE SHOW

1. What does your company or brand do that differentiates it in the market?
2. What's your most significant USP/campaign message at the show?
3. Which of your products or services are you promoting at the show?
4. Which of your key competitors attend the same show?
 - a. What do they do well and what do they do badly?



PAST EXHIBITING EXPERIENCE

1. Have you attended this show or any others previously?
2. From any past experience of exhibiting, what worked and what didn't?
3. What are you looking to focus more on with your next exhibition/s?



BUDGET & EXHIBITION PROGRAMME CONSIDERATIONS

1. Beyond this event, what others do you attend in the UK, Europe, or rest of world?
 - a. How do they differ from each other?
2. Do you budget per event or per year?
3. What does your budget need to cover?
4. How often do you expect to change your stand's design?
5. Do you take the same message to all shows?
 - a. If not, how does it differ?



SHOW SPECIFICS

1. Why have you chosen this show?
2. Is the show B2B, B2C or both?
3. What's the audience profile of the show?
 - a. Are they predominantly male or female
 - b. Average age
 - c. Are they known visitors or new to you?
 - d. Do they work within a specific market with particular needs or are they looking for a wide variety of solutions?
 - e. Job titles
4. How does the show's audience profile compare to your own?
 - a. Will you be targeting a specific section of visitors or broadly appealing to many?
5. Will you have any coinciding marketing or advertising campaigns at the time of or at the show?



OBJECTIVES AND DESIRED OUTCOMES

1. Divide the priority of your exhibition objectives across 100% to determine most important to least important. E.g. create new sales opportunities - 50%, up-sell to current customers - 30%, increase brand awareness - 20%.
2. What's your desired outcome from the show?
3. How will you measure the success of the show?

Example objectives

- | | |
|---|---|
| <input checked="" type="checkbox"/> Create new sales opportunities | <input checked="" type="checkbox"/> Utilise PR opportunity |
| <input checked="" type="checkbox"/> Aid customer retention | <input checked="" type="checkbox"/> Demonstrate thought leadership |
| <input checked="" type="checkbox"/> Cross-sell/up-sell to current customers | <input checked="" type="checkbox"/> Launch new product or service |
| <input checked="" type="checkbox"/> Increase brand awareness | <input checked="" type="checkbox"/> Research new supplier relationships |



ON STAND ACTIVITY

1. What activities will you engage in on the stand at this show?
2. Divide your stand activities across 100% to determine their importance E.g. Lead taking 70%, competition 30%
3. Are there any specific considerations required to facilitate these activities?

Example activities

- | | |
|---|---|
| <input checked="" type="checkbox"/> Lead taking | <input checked="" type="checkbox"/> Product launches |
| <input checked="" type="checkbox"/> Demonstrations | <input checked="" type="checkbox"/> PR |
| <input checked="" type="checkbox"/> Hospitality | <input checked="" type="checkbox"/> Seminars |
| <input checked="" type="checkbox"/> Adhoc meetings | <input checked="" type="checkbox"/> Competitions |
| <input checked="" type="checkbox"/> Pre-arranged meetings | <input checked="" type="checkbox"/> Promotional hand outs |



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