

39-POINT WORKSHEET FOR EVALUATING YOUR SHOW PERFORMANCE

1. Overall, how did we perform in relation to our goals?

2. What could we do differently to improve our performance the next time we exhibit?

3. What were our major challenges at the show?

4. What happened that we did not expect?

5. What happened that we were unprepared for?

6. Which areas need more preparation?

7. What areas do we need to address with show management?

8. What would prevent us from exhibiting at this show again?

9. How effective was our exhibit?

10. What changes could be made to improve our exhibit?

11. How effective was our layout?

12. What changes could be made to improve our layout?

13. How effective was our location?

14. What changes could be made to improve our location?

15. How effective was the traffic flow through our exhibit?

16. What changes could be made to improve the traffic flow though our exhibit?

17. How effective were our demonstrations/presentations?

18. What changes could be made to improve our demonstrations/presentations?

19. Which of our products or services attracted the most attention?

20. Which of our products or services attracted the least attention?

21. What response did we get to our pre-show promotion?

22. What improvements could be made to future pre-show promotional campaigns?

23. What response did we get to our at-show promotions?

24. What improvements could be made to future at-show promotions?

25. How could we improve our lead cards to get more effective information?

26. How many leads did we gather?

27. How did we do in relation to our lead gathering goals?

28. Who is following up our leads?

29. How are our leads being follow-up?

30. How did we classify our leads?

31. Do we have a dollar value for the leads collected?

32. How did we perform in relation to any other goals we set?

33. How did the quality of visitors rate in relation to our needs?

34. How effective was the staffing schedule?

35. What staff scheduling changes need to be made?

36. How effective was the staff?

37. Which of our major competitors also exhibited?

38. What were their key messages/themes?

39. What attention-getting activities did they use?
