



Maximizing Expo Participation

Expo Keys to Success

1. Plan, Plan, Plan
2. Communicate, Communicate, Communicate
3. Follow Through, Follow Through, Follow Through

Consider Pre-Planning Steps/Needs

1. Purpose
2. Audience
3. Participants
4. Objectives
5. Goals
6. Budget
7. Booth Layout
8. Contents/Activity/Theme
9. Client Pre-contact Plan/Notification Steps/Guests
10. Invites to Dinner/Spending Time Together, Etc

At the Expo

1. Goals/Objectives/Purpose
2. Staffing Schedule
3. Booth Setup/Tear Down/Logistics



4. Talking Points/Client Interaction
5. Handouts/Contents
6. Tools/Activity
7. Emergency Care Kit (Advil, Band-Aids etc.)

After the Expo

- a. De-brief: What Worked and What Didn't
- b. Immediate Client Contact Plan – Letter – E-mail – Prize Winner (?)
- c. 30-60-90 Follow Up – Face to Face Meetings
- d. Planning for Next Year