

Planning and Executing Pre-Show Logistics (Cont.)

Translating the Budget Into an Executable Logistics Plan

Once you have made the decision to exhibit, organize a task and responsibility list and determine the best time-frame to complete each task.

- ☑ Constantly review, revise and add to the schedule.
- ☑ Be specific. Include deadlines indicated in the show manual.
- ☑ Incorporate marketing and pre-show publicity requirements.
- ☑ Project the schedule of activity through the period of installation and continuing through the show to the procedure of dismantle.
- ☑ Reflect activity week by week.
- ☑ About two weeks before your departure, reflect day-to-day task requirements, as the rate of activity accelerates.
- ☑ Incorporate responsibilities of other company personnel and outside vendors involved.
- ☑ Use the document as an information and status report of activity. Distribute it often.
- ☑ Be detailed and include every conceivable task.
- ☑ Don't leave anything to chance.