

## **Implementing Your Plan to Achieve Your Goals**

**The key elements of implementation include:**

### **Setting Responsibilities**

Your job is to orchestrate the master plan, but you must delegate responsibilities to certain others in your organization. . . and to outside vendors. Dividing the marketing plan into workable parts and clearly defining who is responsible for what, is mandatory.

### **Promoting the Show Marketing Plan Throughout the Organization**

From the beginning of the planning cycle, make sure everyone owns "a piece of the action." Managers need to take part in implementing the plan as they integrate the show marketing strategies into other sales and marketing campaigns.

### **Selecting and Training Booth Sales Staff**

Selecting just the right number and calibre of sales staffers takes research, observation and a set of qualifying prerequisites. Once this process is complete, a proper training program must be put in place to ensure:

- Optimum product expertise;
- Market segment awareness;
- Knowledge of competitive products and companies;
- Clarity of corporate show objectives and goals;
- Commitment to staffing schedule;
- Familiarity with other show-connected events such as press conferences;
- Consistency in delivering the message;
- Assumption of responsibility in achieving individual goals;
- Skill in qualifying leads and prioritizing time expenditures.

### **Taking Advantage of and Maximizing Promotional Opportunities**

Show management has extensive methods of attracting many qualified attendees to visit the show. However, you, as the exhibit coordinator, must design a promotional campaign with a timetable of deadlines that ensures proper implementation of a well-thought-out program that guarantees realistic results.

Section 3 provides specific information and ideas.