

Developing a Post-show Follow-up Plan

Before the show, you must develop a coordinated, post-show follow-up plan. Otherwise you've wasted time, effort and money. Waiting until the show is over to begin the follow-up plan will decrease the value of your investment and decrease the likelihood of achieving your goals.

A detailed follow-up plan must be an integral part of your overall show plan.

The plan should be a community project supported and approved by the entire team of sales and marketing executives.

- This ensures company-wide "ownership" of the program.
- Puts the show program in the spotlight.

The post-show plan should be implemented before the show, methodically executed during the show and continued through an indefinite period depending on the projected sales cycle.

- Provides a measurement for the effectiveness of trade shows.
- Keeps people aware and informed of the program results on an ongoing basis.
- Helps you justify continuation and expansion of the trade show program.
- Provides a measurement of profits.

Here are the basic components to be integrated into the program:

- ▶ Concept
- ▶ Approval and acceptance
- ▶ Timetable of steps
- ▶ Design and production of lead forms
- ▶ Acquisition of lead generation machinery
- ▶ Design and production of reporting forms
- ▶ Copywriting and production of collaterals
- ▶ Copywriting and production of letters or other accompanying pieces
- ▶ Compilation and dissemination of materials
- ▶ Generation of leads at show
- ▶ Prompt response to leads
- ▶ Dissemination of leads for follow-up
- ▶ Lead tracking
- ▶ Status reporting
- ▶ Measurement of effectiveness and reporting
- ▶ Responsible sales managers
- ▶ Salesmen
- ▶ Control copy for you