

Project number:		Location:		
Start date:		Client:		
Duration of the project from:                    til				
Contact person:		Position:		
<b>Item</b>	<b>Period</b>	<b>Resp.</b>	<b>[</b>	<b>Deadline</b>
<b>Preparation of Live Communication (fair, exhibition, event)</b>				
<ul style="list-style-type: none"> <li>• <b>Assess whether the LC fits into your marketing and communication objectives</b> <ul style="list-style-type: none"> <li>○ Look at what you intend to achieve (introduction new product, direct marketing, networking, image improvement, branding, etc.)</li> <li>○ Do your objectives fit into the event's theme</li> <li>○ Are your (most important) competitors participating</li> <li>○ Did competition increase in your branch</li> <li>○ Do the dates of the event fit into your production planning</li> <li>○ Could you hire new foreign agents, representatives or importers</li> <li>○ Does your mc-budget allow you to participate to the fair</li> </ul> </li> </ul>				
<ul style="list-style-type: none"> <li>• <b>Define target groups</b> <ul style="list-style-type: none"> <li>○ Set up an accurate database of (potential) relations, differentiating different target groups (clients, prospect clients, suppliers, press etc.)</li> <li>○ Set up the list of invited target groups</li> <li>○ Have the list of invitees agreed by the direction</li> <li>○ Include possible amendments</li> <li>○ Set up the definitive list of invitees</li> <li>○ ...</li> </ul> </li> </ul>				
<ul style="list-style-type: none"> <li>• <b>Identification of the right event</b> Gather information from: <ul style="list-style-type: none"> <li>○ Trade organisations, sectorial associations</li> <li>○ Sectorial publications</li> <li>○ Event organisers</li> <li>○ Own relations and suppliers</li> <li>○ Own assessment of participation to event(s)</li> <li>○ ...</li> </ul> </li> </ul>				
<ul style="list-style-type: none"> <li>• <b>Event</b> <ul style="list-style-type: none"> <li>○ Name / Titel</li> <li>○ Theme</li> <li>○ Theme of annex events such as congresses and seminars</li> <li>○ Type (consumer event, B2B, congress etc... )</li> <li>○ Date (check overlap with other events)</li> <li>○ Size and geographic impact (international, national, regional)</li> <li>○ Impact and image within the branch (representative, accommodation, level of promotion)</li> <li>○ Indicative figures of participation of exhibitors and visitors</li> <li>○ Visitor profile</li> <li>○ Percentage of visitors entering into own target groups</li> <li>○ Estimate the number of visitors to own stand</li> <li>○ Set up and dismantling times</li> <li>○ Restrictions</li> <li>○ ...</li> </ul> </li> </ul>				

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<ul style="list-style-type: none"> <li>• <b>Event Location</b> <ul style="list-style-type: none"> <li>○ Location (country, province, region, city, neighbourhood)</li> <li>○ Which kind of exhibition halls are used (infrastructure of the exhibition complex)</li> <li>○ Special constructions (pillars, stairs, balconies etc)</li> <li>○ Accommodation nearby the event's location (hotels, pensions etc)</li> <li>○ Entertainment nearby the event's location (for the evening programme e.g. theater etc)</li> <li>○ Infrastructure around the event's location (access by car, local public transport, plane etc)</li> <li>○ Available communication technologies on the location</li> <li>○ Restrictions</li> <li>○ ...</li> </ul> </li> </ul>				
<ul style="list-style-type: none"> <li>• <b>Set up a project team</b> <ul style="list-style-type: none"> <li>○ Project manager</li> <li>○ Director</li> <li>○ Marketing &amp; Communication Manager</li> <li>○ Salesmanager</li> <li>○ Marketing &amp; Communication Adviser</li> <li>○ PR Assistant</li> <li>○ Stand designer</li> <li>○ Stand builder</li> <li>○ Accounting Manager (for budget supervision)</li> <li>○ ...</li> </ul> </li> </ul>				
<ul style="list-style-type: none"> <li>• <b>Define your objectives with your project team</b> <ul style="list-style-type: none"> <li>○ Orders and leads</li> <li>○ Support of current sales activities</li> <li>○ Reinforcement of image and brand perception</li> <li>○ Market research / opinion polls</li> <li>○ Presentation of new products / services</li> <li>○ Assessment of own competitive position</li> <li>○ Market information over new developments</li> <li>○ Networking with potential new clients (national, international)</li> <li>○ Relations with existing clients (keeping up, reinforcing)</li> <li>○ PR-reasons</li> <li>○ Networking with business partners</li> <li>○ ...</li> </ul> </li> </ul>				
<ul style="list-style-type: none"> <li>• <b>Choose your service provider</b> <ul style="list-style-type: none"> <li>○ Full Service Stand Builder</li> <li>○ Designer's office</li> <li>○ Project Management Office</li> <li>○ Stand Builder</li> <li>○ System building company</li> <li>○ Facilities company (furniture, catering, photographer, etc.)</li> <li>○ ...</li> </ul> </li> </ul>				
<b>Offer and Draft</b>				
• Draft design and intermediate agreements				
• Presentation of the draft design				
• Presentation of the offer				
• Adaptation of draft design and/or offer				
• ...				

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Project Preparation – Participation at the event				
<ul style="list-style-type: none"> <li>• <b>Exhibition space reservation</b> Read the exhibitors handbook and the registration form in advance. Rules vary, depending on the organiser, location and country. Dedicate special attention to the registration deadline. In all cases, contact the organisation if you are not in the position of deciding on participation in time or if you have special requirements, as for example: <ul style="list-style-type: none"> <li>○ Preferred location (hall) during the event (inside, outside, along specific hallways)</li> <li>○ Obstacles in the direct surrounding of the stand</li> <li>○ Maximum height of the stand</li> <li>○ Floor foundation (maximum weight)</li> <li>○ Electrical installation</li> <li>○ Available and needed electrical tension</li> <li>○ Power supply (day/night/ continuous power)</li> <li>○ Utilities (telephone connection, fax, ISDN, sockets, etc)</li> <li>○ Compressed air</li> <li>○ Pressure, diameter of pipes, supply/drainage, costs)</li> </ul> </li> </ul>				
Project Preparation – Event Presentation				
<ul style="list-style-type: none"> <li>• <b>Briefing with Service Providers</b></li> </ul>				
<ul style="list-style-type: none"> <li>• <b>Define Objectives</b> <ul style="list-style-type: none"> <li>○ Briefing based on marketing objectives (what does the exhibitor want to achieve concretely...)</li> <li>○ Briefing based on communication objectives (what message does the exhibitor want to send out)</li> <li>○ Basic tools for communication (logo, brand style, corporate identity)</li> <li>○ Themes of current campaigns and other marketing activities</li> <li>○ ...</li> </ul> </li> </ul>				
<ul style="list-style-type: none"> <li>• <b>Expected visitors' target groups</b></li> </ul>				
<ul style="list-style-type: none"> <li>• <b>Products, Services and other message to be highlighted on the stand</b></li> </ul>				
<ul style="list-style-type: none"> <li>• <b>Standplanning</b> <ul style="list-style-type: none"> <li>○ System building, wood construction, setting construction, double-floor construction or a combination of all these.</li> <li>○ Stand purchase or rental</li> <li>○ Stand format <ul style="list-style-type: none"> <li>- Row stand</li> <li>- Corner stand</li> <li>- End stand</li> <li>- Island stand</li> </ul> </li> <li>○ Location of the stand with regard to competitors: location, surface, type of stand, goals,...</li> <li>○ Place of stand with regard to the circulation of visitors</li> <li>○ Access for disabled visitors</li> <li>○ ...</li> </ul> </li> </ul>				
<ul style="list-style-type: none"> <li>• <b>Surface needed (m2)</b> <ul style="list-style-type: none"> <li>○ Information / Reception surface</li> <li>○ Space for welcoming visitors / VIP Space</li> <li>○ Space for circulation (approx 40%)</li> <li>○ Exhibition space (incl. potential special displays)</li> <li>○ Space for demonstrations and/or press conferences</li> <li>○ Sitting/discussion space</li> <li>○ Office space</li> <li>○ Kitchen, Bar</li> <li>○ Wardrobe</li> <li>○ ...</li> </ul> </li> </ul>				
Conclusion of Order with Service Providers				
<ul style="list-style-type: none"> <li>• <b>Confirmation of Order</b></li> </ul>				
<ul style="list-style-type: none"> <li>• <b>Designation of people in charge /setting up of call sheet</b></li> </ul>				

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Production				
• Production Preparation				
• Production				
• Delivery of graphic information				
• Graphic preparation of work				
• Graphic production				
• Charging and transport				
• ...				
Construction and Handover				
• To solve on location				
• Technical basis requirements for carrying out activities on stand <ul style="list-style-type: none"> <li>○ Electricity</li> <li>○ Water</li> <li>○ Telecommunication</li> </ul>				
• Building				
• Set up (incl. Shelves, decoration)				
• Delivery of products from the client (devices, give-aways, publications etc.)				
• Installation and Testing AV and other devices <ul style="list-style-type: none"> <li>○ Telecommunication infrastructure (cable, telephone, fax)</li> <li>○ Copier</li> <li>○ Computers, internet facilities</li> <li>○ Monitors and Projectors</li> <li>○ Videosystems and accessories</li> <li>○ Audio sets</li> <li>○ Video wall</li> <li>○ Projection wall</li> <li>○ (Digital) Camera</li> <li>○ ...</li> </ul>				
• Installation and Testing of kitchen equipment <ul style="list-style-type: none"> <li>○ Refrigerator/Freezer</li> <li>○ Washing machine</li> <li>○ Coffee machine</li> <li>○ (Beer)Tap installation</li> <li>○ electric Kettle</li> <li>○ cooking plate</li> <li>○ ...</li> </ul>				
• Installation Signposting				
• Stand Inventory <ul style="list-style-type: none"> <li>○ Kitchen Articles: Cups, glasses, corkscrew, coffee and tea pots, forks, knives, ashtrays, garbage bags, aspirin...</li> <li>○ Lockers (for keeping valuables)</li> <li>○ Stand attributes: spare lamps, simple tools, viltpen, tape, pens, paper, stapler, scotch tape, envelopes, notebooks...</li> <li>○ Stand-stationery: Event catalogue, visitors' registration form, □adges, gifts, business cards, visit scheme VIPs...</li> <li>○ ...</li> </ul>				
• Stand cleaning				
• Handover				
• ...				

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Stand personnel				
<ul style="list-style-type: none"> <li>• <b>Choice of Stand personnel</b> It can be defined with the following criteria: <ul style="list-style-type: none"> <li>○ Knowledge of the market</li> <li>○ Knowledge of the product / service</li> <li>○ Knowledge of the company</li> <li>○ Knowledge of the client</li> <li>○ Language knowledge</li> <li>○ Commercial persuasiveness</li> <li>○ Sociable/Networking characteristics</li> <li>○ Correct appearance &amp; performance</li> <li>○ Demonstration skills: <ul style="list-style-type: none"> <li>- Technical</li> <li>- Presentation level</li> </ul> </li> <li>○ Technical (maintenance and repairing )</li> <li>○ ...</li> </ul> </li> </ul>				
<ul style="list-style-type: none"> <li>• <b>Kick off meeting stand occupation</b> It is sensible to gather all stand personnel two weeks before the event to thoroughly discuss the objectives, theme and strategy. The following should be on the agenda of the meeting: <ul style="list-style-type: none"> <li>○ Objectives of the participation to the event</li> <li>○ Stand lay-out</li> <li>○ Task division</li> <li>○ Way to approach / address visitors</li> <li>○ Commercial and technical arguments</li> <li>○ Rotation scheme for stand personnel</li> <li>○ Dress code</li> <li>○ Use of nametags / badges</li> <li>○ Checking of the visitors registration forms (computer systems)</li> <li>○ Lunches, dinners and facilities</li> <li>○ Distribution of access and parking cards</li> <li>○ First Aid facilities, security rules, work and rest times, stand rules</li> <li>○ ...</li> </ul> </li> </ul>				

Event Period				
<ul style="list-style-type: none"> <li>• <b>Communication</b> 1. <b>Communication with the target groups</b></li> </ul>				
<p>To be managed by the event organiser:</p> <ul style="list-style-type: none"> <li>○ Ads (radio, TV, specialised and general press)</li> <li>○ Press meetings</li> <li>○ Congresses and Seminars</li> <li>○ Demonstrations</li> <li>○ ...</li> </ul>				

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<p>to be managed by the Exhibitor:            Since the organiser is in charge of the communication around the event, the exhibitor can limit himself to attracting visitors to his stand. Depending on the stand concept chosen, the following instruments / media can be used:</p> <ul style="list-style-type: none"> <li>○ Invitation for relations (poss. with free entrance ticket)</li> <li>○ Invitation for suppliers (poss. with free entrance ticket)</li> <li>○ Mailing targeting prospects (poss. purchase of address database)</li> <li>○ Ads in:               <ul style="list-style-type: none"> <li>- Specialised press</li> <li>- Daily/Weekly/Door-to-door papers</li> <li>- Event catalogue</li> <li>- Other printed media</li> </ul> </li> <li>○ Radio advertising (regional, national)</li> <li>○ TV-advertising (regional, national)</li> <li>○ Internal information system of event location</li> <li>○ Publicity on top of the exhibition centre building</li> <li>○ Publicity in the vicinity of the exhibition centre</li> <li>○ Stickers with the event logo (generally via the organiser)</li> <li>○ Personal invitation of employees</li> <li>○ ...</li> </ul>			
<p><b>2. Press Preparation</b>            The event organiser generally offer exhibitors the possibility to be part of a joint press conference. Sometimes this is linked to a novelty show. The greater the value of the exhibitors' stand in terms of news, the greater the chance of coverage. It is also important to be prepared for meeting the press:</p> <ul style="list-style-type: none"> <li>○ Designation of one spokesperson</li> <li>○ Check the availability of pressroom</li> <li>○ Check of an official opening is taking place, followed by a tour of the event</li> <li>○ Check how much own press documentation can be deposited</li> <li>○ Check which journalists are expected (by when and how long)</li> <li>○ Decide whether a (joint) press conference is taking place</li> <li>○ Decide on participation to poss. novelty show</li> <li>○ Elaborate documentation for the press (a.o. company overview, data on products, information on participation to events etc). Preferably with photo material.</li> <li>○ Creation of mailing lists (specialised press, daily press, selected radio and TV)</li> <li>○ Mailing of press packs and press releases (around 6 weeks in advance for specialised press and 2 weeks for daily press).</li> <li>○ <i>NB: News can also be transmitted to the press in advance "under embargo". It will then only be used after the date specified by the sender.</i></li> <li>○ Samples</li> <li>○ Decide whether or not the hire a press clipping service</li> <li>○ ...</li> </ul>			

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<p>3. Information Material on the stand Communication tool such as catalogues, brochures, flyers can prove expensive. It is therefore important to decide which materials will be used when. The timing can be adapted to the type of visitors, but material generally belongs to one of the following categories:</p> <ul style="list-style-type: none"> <li>o Flyers</li> <li>o Brochures</li> <li>o Documentation Material</li> <li>o Catalogues</li> <li>o Price lists</li> <li>o Stickers, toys, etc.</li> <li>o Samples</li> <li>o Small gift for visitors</li> <li>o ...</li> </ul>				
<p>4. Communication with the "home front"</p> <ul style="list-style-type: none"> <li>o Inform telephonist, secretary and receptionist of: <ul style="list-style-type: none"> <li>- Stand number and location</li> <li>- Telephone and fax number, email address during the event</li> <li>- Rotation scheme for stand personnel</li> <li>- Opening and closing time of the event</li> <li>- Addresses of hotels</li> </ul> </li> <li>o Stand-by of technical service (for reparations or replacement of pieces)</li> <li>o Sales service stand-by</li> <li>o Information of Secretariat on information to be sent to visitors because of explicit request (daily)</li> <li>o Back-up of materials ready to be sent if needed.</li> <li>o ...</li> </ul>				
<ul style="list-style-type: none"> <li>• Event management (on-site) <ul style="list-style-type: none"> <li>o Every day: introduction of new colleagues, announcement of important visitors, examination of work and rest hours with the personnel.</li> <li>o At the end of the day: joint assessment of the day</li> <li>o Collecting of registration forms and minutes of conversations</li> <li>o ...</li> </ul> </li> </ul>				
• Start up service				
• Addresses and phone numbers of suppliers				
• Photographs				
<ul style="list-style-type: none"> <li>• Catering <ul style="list-style-type: none"> <li>o Crew</li> <li>o Coffee/Tea/soft drinks/biscuits</li> <li>o Lunch</li> <li>o drinks/snacks</li> <li>o Dinner</li> <li>o Tobacco</li> <li>o Sugar, milk, sweets</li> <li>o Chocolate</li> <li>o ...</li> </ul> </li> </ul>				
• Hostess service				
• Wardrobe collaborators				
• Instructions collaborators and hostesses				
• Cleaning				
• Transport of personnel from hotel to event location				
• Transport of invitees from hotel to event location				
• Registration and follow-up visitors				
• Product supply / stand inventory				
• ...				

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<b>Dismantling</b>				
• Handover database event presentation				
• Farewel stand personnel				
• Stand handover				
• Remove client products				
• Dismantling				
• Return of stand materials				
• Settlement of damages				
• Destruction and/or storage				
• ...				
<b>Evaluation and follow up</b>				
• Evaluation of prestation				
o General Evaluation				
o Evaluation of even contacts (leads)				
o Evaluation of stand personnel				
o Evaluation of standbuilder/designer				
o ...				
• Settlement of extra charges (or lesser charges)				
• Evaluation of actual costs / recalculation				
• Follow up				
o Telephonic or written follow-up of documentation mailings				
o Planning of visit and action plan per prospect				
o Direct mailing actions				
o Ad Campaign				
o PR Campaign				
o ...				
• Dissemination of internal newsletter assessing the event				
• Thank you letter to internal and external personnel				
<b>AOB</b>				
• ...				
• ...				
• ...				