

1. CHECKLIST - EXHIBITOR STAND STAFF BRIEFING



Topic	Information
Stand number	
Map of fairground, indicating the stand	
Map of city, indicating fair ground, hotel, public transport/ shuttle	
Show and explain stand rendering	
Give detailed information about the companies main marketing / sales message for this fair participation	
Give detailed information about all stand exhibits	
Give detailed information about all stand graphics	
Catering info. Offer. Who serves, how will it be served.	
Who will be when at the stand	
Hostesses, Consultants at the stand? What is their job at the stand.	
Sales material at the stand. What, where to find.	
Give aways at the stand. What, where to find at the stand. Who gets it.	
Dress code at the stand	
Wear name badge at the stand. Visible at eye level!	
Dates + opening hours of the event. Work until the last minute, penalties for left stands!	
Dates and time for stand decoration, the day before the event	
Dates, time period, when stand manager will be at the trade fair	
Place, dates and times for events at the stand and other places. Relevant entrance ticket information.	
Daily meeting time at the event for morning speach	
Exhibitor entrance tickets, voucher codes per staff member	
COVID information to enter the fairground	
Public transport information, how to travel from the hotel to the fairground	
Trade fair shuttle information, if available	
Passport + VISA ready	
Sales documents in paper and on Laptop	
Pencils and Sales report forms in luggage	
Cables, adapter, earplugs in luggage	
CRM access checked via internet	
Information, where to leave suit cases at the fairground (wardrobes, not at the stand)	
Add e-mail signature with "Invitation to visit us at ...fair"	
Do not leave anything of worth at the stand overnight, take it to the hotel	
<i>The following comes with the last minute information. 2 days before the team leaves for the event.</i>	
List of stand staff with mobile phone numbers and function in company attached	

1. CHECKLIST - EXHIBITOR STAND STAFF BRIEFING



Topic	Information
List of stand hostesses and consultants with mobile phone numbers and function on stand	
Adress of the fairground/ name of correct entrance, if there are more than one	
WIFI access data at the stand	
Hotel name, address, international phone number	
Mobile phone number of stand manager	
Mobile number of stand manager deputy	
<i>Please forward this Last Minute Information to relevant colleagues.</i>	

**2. CHECKLIST - Workplan/ timeline to organize a physical trade show
EXHIBITOR TIMETABLE FOR COMPANIES' OR OWN PHYSICAL STAND**

To do	Done	Remarks
9-12 months before the event		
Set objectives and goals		
Select the event		
Inquire about the event: visitors, exhibitors, mandatory suppliers, location, seminar, congress, speaking opportunities		
Budget estimate		
Book a booth		
6-9 months before the event		
Identify target customers		
Start organizing the trip		
Design booth concept		
Choose + book booth design		
Choose subcontractors (technical, catering, nice to haves), be aware of events' mandatory suppliers		
Book speakers, hostesses, translators, consultants to help at the stand.		
Choose advertising, sponsoring and PR possibilities at the fairground and with the trade fair organizer, book, if wanted		
Choose advertising and PR possibilities with trade press, book, if wanted		
Check your budget		
6 months before		
Decide / design/ order / schedule promotional activities and sales literature (incl Website, social media)		
Finalize the booth design		
Order entrance and built-up-time tickets		
2-3 months before		
Record your staff for the event		
Check travel papers for your stand staff (Passport, Visa, Vaccination, hotel + ticket booking)		
Make final hotel and flight bookings for the team		
Check travel regulations and check COVID regulations at the fair		
Ensure your website is uptodate		
Start posting on your blog		
Post news about your participation		
Print the materials		
First briefing with your team (Video or live), see briefing checklist		
Change your e-mail signature , invite to visit you at the trade fair		

**CHECKLIST - Workplan/ timeline to organize a physical trade show
EXHIBITOR TIMETABLE FOR COMPANIES' OR OWN PHYSICAL STAND**



To do	Done	Remarks
6 weeks before		
Announce your booth on social media, with the event hashtag		
Announce any giveaways or promotions in social media		
Prepare the materials to send		
Confirm all the services needed for/at the booth		
4-5 weeks before		
Connect on LinkedIn with prospects		
Record any potential lead, connect with them and request appointment		
Evaluate performance of email campaign, social media posting (who opened, clicked thru, liked)		
Participate twice a week, for 10-15 minutes in social conversations about the event, with the event hashtag		
Publish on your website blog and news		
Send materials and samples		
Confirm trip arrangements (hotel, car rental, flights, sanitary measures)		
Identify the surroundings		
Second briefing with stand staff (see checklist)		
Invite potential visitors and offer free entrance tickets		
2 weeks before		
Get your sales pitch ready, and your sales arguments and counterarguments		
Start matchmaking at the events, make appointments		
Invite as well via email to visit your stand		
Invite trade press to visit your stand		
Get press kit (printed and pdf) ready. Photos!		
Check your budget		
1 week before		
Delegate everything not to be disturbed during the physical event		
Finalize all collateral and materials for the event		
Ensure all your meetings are in your agenda, with key messages for each contact		
Send materials in emergency to the hotel (if any)		
Third and last briefing with your stand staff team		
Make copies of all orders for the trade show, take them with you to the stand		
Register relevant phone numbers (stand fitter, trade fair organizer, embassy, etc) in your smart phone		
Make sure, that all necessary product pdf are for download on your website		

CHECKLIST - Workplan/ timeline to organize a physical trade show
EXHIBITOR TIMETABLE FOR COMPANIES' OR OWN PHYSICAL STAND

To do	Done	Remarks
Take entrance tickets to the stand and the voucher code list, you send to staff and invited visitors		
Check contact details of stand staff at your smart phone. E-Mail, mobile phone number, hotel.		
Write last minute information (see checklist)		
Buy sufficient amount of medical masks for the stand staff as reserves		
Buy sufficient amount of pencils for the stand staff as reserves		
Make a double copy of your multi media presentation at the stand (if planned)		
2 days before		
Set autoresponders if necessary for your time at the event		
Send meeting reminders for the first day of the show (repeat that the following days for meetings the days after)		
Send out last minute information to trade event staff		
Arrive at the tradeshow with all necessary documents (order, contracts, entrance tickets, plans, renderings, etc)		
Put in place the booth and sales literature in storage		
Check that all services were provided		
Organize what is missing		
Check the location of the press centre, Leave your press kits in sufficient amount of copies there.		
Leave nothing of worth at the stand, take it to the hotel		
last minute		
Take valid entry pass for the trade event.		
Appoint with colleagues to meet 30 minutes before the opening at the stand		
Know everything about your product(s) and your company		
One pager for each product/service/etc printed		
One pager about your company printed		
Website up to date		
Presentation movies installed on laptop for off line presentation		
Does your access to your CRM work		
Sufficient copies of meeting protocol form . Pencils?		
Enough business cards		
Do exhibits, graphics, screens, etc at the stand work. Do you know how to use them for client demonstrations		
Prepare again for appointed potential customers Understand their portfolio		
Make yourself familiar with the catering on your stand. Offer, location, who serves		
Your company name badge on eye level for your customer		
Do you know where the door presents are stored at the stand		
Appear in business dress. Beware of too cold, too hot aircons Check for comfortable business shoes		
Get enough sleep the night before the first day of the trade fair		
Give the day before D-day on-site briefing to hostesses, caterer, consultant		

**CHECKLIST - Workplan/ timeline to organize a physical trade show
EXHIBITOR TIMETABLE FOR COMPANIES' OR OWN PHYSICAL STAND**



To do	Done	Remarks
▶ during the fair		
Give on-site briefing to staff and others, if needed. F.e. stand security staff.		
Order / buy what is missing (food+beverage, copies, etc)		
Organize events, if planned		
Meet the trade fair organizer at your stand. Invite them on day 2 of the fair.		
Use checklist "How to conduct a physical buyer meeting"		
▶ after the fair		
Organize dismantling of the stand, if necessary		
Check stand, if emptied from personal belongings		
Organize return shipping of exhibits		
Do your follow-up homework Remind your colleagues to do so		
Check all bills		
Complete the budget		
Make final payments		
Debriefing with your team		
Debriefing with your stand builder		
Debriefing with the trade fair organizer, sales rep		
Book a stand of the next edition of the trade show		
Book your hotel for next edition of the trade show		
Re-change your e-mail signature to the normal design		
Remind your colleagues to change your e-mail signature to the normal design		

CHECKLIST: Workplan/ timeline to organize a physical trade show
EXHIBITOR TIMETABLE FOR GROUP STANDS at PHYSICAL trade fairs



To do	Done	Remarks
9-12 months before the event		
Set objectives and goals		
Select the event		
Inquire about the event: visitors, exhibitors, mandatory suppliers, location, seminar, congress, speaking opportunities		
Budget estimate		
Book a booth		
6-9 months before the event		
First group briefing, how to identify target customers		
Start organizing the trip, book contingents at airlines and hotels		
Design booth concept		
Choose + book booth design		
Choose subcontractors (technical, catering, nice to haves), be aware of events' mandatory suppliers		
Book speakers, hostesses, translators, ambassadors, consultants to help at the stand.		
Choose advertising, sponsoring and PR possibilities at the fairground and with the trade fair organizer, book, if wanted		
Choose advertising and PR possibilities with trade press, book, if wanted		
Check your budget		
6 months before		
Decide / order / schedule promotional activities and sales literature (incl Website, social media)		
Second group briefing how to do promotional activities and sales literature (incl Website, social media)		
Finalize the booth design		
Order entrance and built-up-time tickets. Order more than partners expected, you will need them.		
2-3 months before		
Ask your partners to send full contact details of their staff for the event		
Recruit your organisations staff and register full contact details. Identify staff for the central Information Desk at the stand.		
Make final hotel and flight bookings for everybody. Make last minute changes possible.		
Check travel regulations and check COVID regulations at the fair		
Ask the trade fair organizer/ sales rep. for VIP delegations to visit your group stand. (Ministers, press, CEOs, Universities, etc)		
Ensure your website is up to date		
Start posting on your blog		

CHECKLIST: Workplan/ timeline to organize a physical trade show
EXHIBITOR TIMETABLE FOR GROUP STANDS at PHYSICAL trade fairs



To do	Done	Remarks
Post news about your participation		
Print the materials		
Third briefing with your team + co-exhibitors (Video or live), see briefing checklist		
6 weeks before		
Announce your booth on social media, with the event hashtag		
Announce any giveaways or promotions in social media		
Remind your co-exhibitors to post on social media, with the event hashtag		
Prepare the materials to send		
Confirm all the services needed for/at the booth		
4-5 weeks before		
Remind your co-exhibitors to connect on LinkedIn with their prospects		
Remind your co-exhibitors to record any potential lead, connect with them and request appointment		
Evaluate performance of email campaign, social media posting (who opened, clicked thru, liked)		
Participate twice a week, for 10-15 minutes in social conversations about the event, with the event hashtag		
Publish on your website blog and news		
Send materials and samples		
Confirm trip arrangements (hotel, car rental, flights, sanitary measures)		
Identify the surroundings of the fairground		
Invite potential visitors and offer free entrance tickets		
2 weeks before		
Remind your co-exhibitors to get their sales pitch ready, and the sales arguments and counterarguments		
Remind your co-exhibitors to start matchmaking at the events, make appointments		
Remind to invite as well via email to visit your stand		
Produce name badges in same style for the complete stand staff		
Check your budget		
1 week before		
Delegate everything not to be disturbed during the physical or virtual event		
Finalize all collateral and materials for the event		

CHECKLIST: Workplan/ timeline to organize a physical trade show
EXHIBITOR TIMETABLE FOR GROUP STANDS at PHYSICAL trade fairs



To do	Done	Remarks
Name badge on eye level for the customer		
Do you know where the door presents are stored at the stand		
Appear in business dress. Beware of too cold, too hot aircons. Make sure to wear comfortable business shoes.		
Get enough sleep the night before the first day of the trade fair		
Give on-site briefing to hostesses, caterer, consultant		
during the fair		
Give on-site briefing to staff and others, if needed. F.e. stand security staff.		
Order / buy what is missing (food+beverage, copies, etc)		
Meet the trade fair organizer at your stand. Invite them on day 2 of the fair.		
Organize events, if planned		
Use checklist "How to conduct a physical buyer meeting"		
after the fair		
Organize dismantling of the stand, if necessary		
Check stand, if emptied from personal belongings		
Organize return shipping of exhibits		
Do your follow-up homework. Remind your colleagues and co-exhibitors to do so		
Check all bills		
Complete the budget		
Make final payments		
Debriefing with your team and co-exhibitors (10 days after the trade fair via Video)		
Debriefing with your stand builder		
Debriefing with the trade fair organizer, sales rep		
Book a stand of the next edition of the trade show		
Book the hotel for next edition of the trade show		

**CHECKLIST: Workplan/ timeline to organize a physical trade show
EXHIBITOR TIMETABLE FOR VIRTUAL STAND**



To do	Done	Remarks
6 - 2 months before		
Set objectives and goals		
Select the event		
Inquire about the event, the visitors, the exhibitors		
Choose advertising, sponsoring and PR possibilities at the virtual fair, book, if wanted		
Design digital booth concept, if wanted		
Choose subcontractors to build your virtual stand		
Budget estimate		
Ensure your website is uptodate		
6 weeks before		
Announce your participation on social media, with the event hashtag		
Identify target customers		
Prepare the material to send		
Record your staff for the event		
Start posting on your blog		
Update your data, products, videos, etc at the virtual fair platform		
4-5 weeks before		
Connect with prospects on LinkedIn		
Record any potential lead, connect with them and request appointment		
Evaluate performance of email campaign, social media posting (who opened, clicked thru, liked)		
Participate twice a week, for 10-15 minutes in social conversations about the event, with the event hashtag		
Publish on your website blog and news		
Prepare your speech, if you are holding a webinar		
Prepare content, if you are hosting a virtual Café		
2 weeks before		
Get your sales pitch ready, and your sales arguments and counterarguments		
Start matchmaking at the event, make appointments		
Invite your colleagues to matchmake and make appointments		
Invite as well via email to visit your virtual stand, offer free voucher, if necessary		
Decide about virtual or neutral live background		
Check all functions of the virtual trade fair tools		
Post news about your participation		


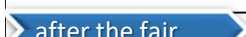
**CHECKLIST: Workplan/ timeline to organize a physical trade show
EXHIBITOR TIMETABLE FOR VIRTUAL STAND**



To do	Done	Remarks
1 week before		
Delegate everything not to be disturbed during the physical or virtual event		
Finalize all collateral and materials for the event		
Ensure all your meetings are in your agenda, with key messages for each contact		
Briefing with your virtual stand colleagues		
Use all virtual trade fair functions with your colleagues as pre-test before the virtual event		
Make sure, that all necessary product pdf are for download on your website		
Make sure your laptop or digital device is on a firm surface		
Post news about your participation		
2 days before		
Set autoresponders if necessary for your time at the event		
Send meeting reminders for the first day of the show (repeat that the following days for meetings the days after)		
Remember your virtual stand colleagues to be as a professional at the screen		
Organize what is missing		
Check camera, microphone and speaker		
Get enough sleep the night before the first day of the trade fair		
last minute		
Appear in business dress.		
Remind your colleagues to be at the virtual meeting		
Know everything about your product(s) and your company		
One pager for each product/service/etc printed		
One pager about your company printed		
Website up to date		
Presentation movies installed on laptop for off line presentation		
Does your access to your CRM work		
Minimize open tabs		
Close your email and chat notifications		
Put your phone on silent mode		
Let people around you know to not disturb you		
Close or even lock your office doors to avoid distractions		
Prepare again for appointed potential customers. Understand their portfolio		
Get enough sleep the night before the first day of the trade fair		

**CHECKLIST: Workplan/ timeline to organize a physical trade show
EXHIBITOR TIMETABLE FOR VIRTUAL STAND**



To do	Done	Remarks
 during the fair		
Use checklist "How to conduct a virtual buyer meeting"		
 after the fair		
Do your follow-up homework. Remind your colleagues to do so.		
Check all bills		
Complete the budget		
Make final payments		
Debriefing with your team		

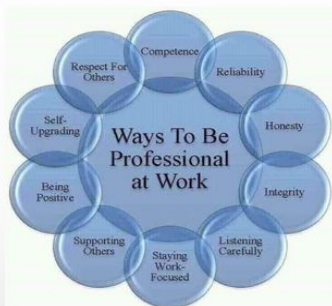
Checklist "How to prepare for B2B buyer interactions at trade events"

Key points for B2B interaction during trade events

Use B2B interaction checklist.



Look
Feel
GOOD



TREAT EVERYONE
WITH POLITENESS
AND KINDNESS,
NOT BECAUSE
THEY ARE NICE BUT
BECAUSE YOU ARE

Good
Documentation
Practices
GDP

	DONE	Notes
PREPARATION IS THE KEY		
Know everything about your product(s) and your company		
Prepare a one pager for each product/service/etc. and give examples how your offers were used by others.		
If possible, prepare different one pagers for your product, fitting to industry sectors. Important for walk in customers during the trade show.		
Prepare a one pager about your company.		
Check your website is fully up to date		
Prepare videos of your product/ services/ etc, if possible without spoken language (for international use)		
Enough business cards produced?		
Read the website of appointed potential customers. Understand their portfolio.		
Prepare questions to appointed potential customers.		
All presentation documents available on your PC and in paper?		
Laptop charged? Adapter for power outlet at the stand?		
Mobile devices muted?		
Create a meeting protocol form that reflects data fields of your CRM		
Does the technical equipment, the exhibit work?		
LOOK & FEEL GOOD		
Get enough sleep the night before the trip to the trade fair.		
Check yourself: Looking proper, business like? Smile!		
Prepare your business dresses, you wear during the trade show. Beware of too cold, too hot aircons. Pack one extra shirt/blouse/ tights. Check for comfortable business shoes.		

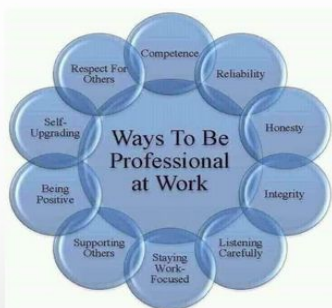
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	DONE	Notes
Drink + eat healthy stuff		
Go for a 5 minute walk in fresh air during the trade fair day		
BE AN ATTENTATIVE, POLITE AND CHARMING HOST		
Be prepared for positive, entertaining small talk with walk-ins and appointments. Weather, pets, missing personal meetings, hotels are always a good topic. Furthermore: Has corona affected the economic situation in your country / for your business.		
Talk loud enough, clear and precise.		
Welcome your (potential) customers with a big smile.		
Offer catering, minimum water.		
Do NOT shake hands or use fist bump in COVID times.		
Introduce yourself and let other company members do so themselves, if more people of your company are in the meeting.		
Ask your partner(s) to introduce themselves(s).		
Ask the meeting partner what they are looking for at your stand.		
Present your product/ services and your company. As SHORT as possible. Support your words with your prepared documentation, presentation, movies, etc.		
Invite your partner(s) for questions.		
Listen to your partners.		
Make notes for the later summary.		
Be patient, creative and include new aspects, the client brings in, into the project scenario.		
Give accurate answers. If you are not able to, explain, that you will investigate the topic and reply after the meeting.		
Start the meeting with an overview of the meeting content (if known) and schedule.		

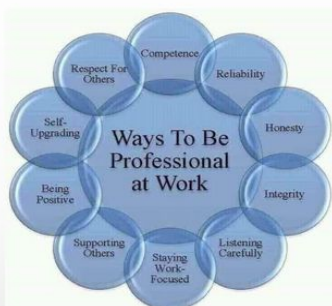
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Look
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TREAT EVERYONE
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	DONE	Notes
Ask the meeting partners for additional content/ remarks.		
Give a door present, if available.		
End the meeting as scheduled, if scheduled. Otherwise keep the meeting as short as possible. Respekt the tight schedule of the visitor.		
Show your honest enthusiasm about the meeting today. Express your good feelings for the future.		
Exchange business cards.		
BE PRO-ACTIVE		
Get familiar with business cultural differences between your and the clients country, if available.		
Resend day by day the daily appointments to your meeting partners. Note your mobile phone number in the e-mail for short notice changes. REFERENCE: meeting time, TODAY, meeting topic. Your own stand number.		
Post in social media, that you are exhibiting. Post interactive photos.		
Create ideas how the industry might use your product/ service/ know how.		
Be visible at your stand, talk to walking buy visitors. Smile.		
Visit other exhibitors, they might be your clients.		
Watch products + services of your competitors in detail. With respect.		
PROPER DOCUMENTATION IS IMPORTANT		
Feed your CRM with all necessary information, collected during the meeting. F.e. new contact data, new contact persons, product issues, personal characteristics (pet, humor, kids, likes&dislikes, etc),		
Create a meeting protocol form that reflects data fields of your CRM		

CHECKLIST: LAST-MINUTE INFORMATION
E-Mail 2 days before the event to stand staff



Topic	Information
Stand number	
Map of fairground, indicating the stand	
Adress of the fairground/ name of correct entrance, if there are more than one	
WIFI access data at the stand	
Hotel name, address, international phone number	
Mobile phone number of stand manager	
Mobile number of stand manager deputy	
Dates + opening hours of the event	
Dates and time for stand decoration, the day before the event	
Dates, time period, when stand manager will be at the trade fair	
Place, dates and times for events at the stand and other places. Relevant entrance ticket information.	
Daily meeting time at the event for morning speach	
Exhibitor entrance tickets, voucher codes per staff member	
COVID information to enter the fairground	
Public transport information, how to travel from the hotel to the fairground	
Trade fair shuttle information, if available	
Passport + VISA ready	
Medical masks in luggage	
Sales documents in paper and on Laptop	
Pencils and Sales report forms in luggage	
CRM access checked via internet	
Information, where to leave suit cases at the fairground (wardrobes, not at the stand)	
Cables, adapter, earplugs in luggage	
Do not leave anything of worth at the stand overnight, take it to the hotel	
List of stand staff with mobile phone numbers and function in company attached	
List of stand hostesses and consultants with mobile phone numbers and function on stand	
<i>Please forward this Last Minute Information to relevant colleagues.</i>	

Checklist: "Marketing and promotional tools before the trade event"



	DONE	Notes
Research or buy potential customer addresses. Qualify them and register to your CRM		
Have your CRM at hand at the trade show		
Invite potential customers to visit you at the trade fair. Offer free entry.		
Post on social media, that you are at the trade fair. What is your message, what is your solution.		
Invite key accounts with postal mailings by sending out half of something. The second half can be picked up at the stand. F.e. send per post one black sock.		
Invite key accounts to VIP events. i.e. dinner, etc		
Invite key accounts to embassy reception.		
Know everything about your product(s) and your company		
Prepare a one pager for each product/service/etc. and give examples how your offers were used by others.		

<p>If possible, prepare different one pagers for your product, fitting to industry sectors. Important for walk in customers during the trade show.</p>		
<p>Prepare a one pager about your company.</p>		
<p>Check your website to make sure it is up to date</p>		
<p>Prepare short movies of your product/ services/ etc, if possible without spoken language (for international use)</p>		
<p>Be aware of your exhibits, grafics, screens, etc at your stand. Prepare your use of this demonstration material at the stand.</p>		
<p>Invite trade press write about you, your products, any company news etc</p>		
<p>Read the website of appointed potential customers. Understand their portfolio.</p>		
<p>Develop ideas how the appointed client might use your product/ service/ know how.</p>		
<p>Prepare questions to appointed potential customers.</p>		
<p>Get familiar with business cultural differences between your and the clients country, if available.</p>		

<p>Enough complementary presents at the stand? Textile bags with your brand are always good!</p>		
<p>Prepare your business dresses, you wear during the trade show. Beware of too cold, too hot aircons. Pack one extra shirt/blouse/tights. Check for comfortable business shoes.</p>		
<p>Get enough sleep the night before the trip to the trade fair.</p>		
<p>Resend day by day the daily appointments to your meeting partners. Note your mobile phone number in the e-mail for short notice changes. REFERENCE: meeting time, TODAY, meeting topic. Your own stand number.</p>		

Workplan/ timeline for professional follow-up after a trade event



To do	Done	Comments
1 day after the event		
Register all sales reports to your CRM system, if you have not done so during the trade fair.		
Mark prospects in your CRM with adequate follow-up markers. CRM marker are f.e. interest in: product x,y,z, distribution partner, future media partner, other sales offers met at the trade fair, etc.		
Set follow-up timelines in your calender/ CRM For the timelines in calender: High focus on follow-up with prospects having realistic sales potential		
Debrief with your colleagues.		
Assign follow-up responsibilities among sales team.		
2 -3 days after the event		
Send an individual thank you email to all visitors. Personalize as much as possible.		
Mention timeline of next steps, if appropriate to the interest of the prospect.		
Send the information and materials required. f.e. materials: price, flyer of the product with technical description, certification certificates such as quality, packaging to be used, labelling requirements..		
Post a "show highlights" to your blog and share in social media		
7 days after the event		
Follow-up by email or phone or video call.		
Ask for a video group meeting with involved staff of the client, if appropriate.		
Send responses to costing and prototype requests		
Send samples, if requested		
You do not have the necessary information yet? Explain via email, that your are working on the subject.		
Check market entry requirements		
Timely response is important to build up a trustful relationship with your customer.		
ALWAYS reply asap!		
Let your customer know, what you are doing; ask for realistic waiting times to give further details.		
1 week up to 6 month after the event		
Continue follow-up		
Potentially visit the customer		
Invite for a site inspection in your company		
Build the relationship and remind your contact of your presence and offer		
What customer loyalty operations can you put in place?		
Set up appointment on future meetings at the next trade event		
Send out New Year greetings (watch out for cultural differences)		
Measure the event ROI at 6 months, 12 months...		

Checklist: "How to conduct a physical sales meeting on a trade show"



	Done	Remarks
Check everyday before the trade fair opens:		
Check yourself: Looking decent, business like? Smile!		
Are all presentation documents available on your PC and in paper?		
Enough meeting protocol forms at the stand? Pencils?		
Laptop charged? Adapter for power outlet at the stand?		
Mobile devices muted?		
Drinking water at the stand? Do you have disposable cups?		
Does the technical equipment on the stand work?		
During the meetings (walk-in and scheduled)		
Be prepared for positive, entertaining small talk with walk-ins and appointments. Weather, pets, missing personal meetings, hotels are always good topics. Furthermore: Has corona affected the economic situation in your country / for your business?		
Speak loudly, clearly and precisely enough.		
Welcome your (potential) customers with a big smile.		
Offer beverages.		
Do NOT shake hands or use fist bump in COVID times.		
Introduce yourself and let other company members do so themselves, if more people of your company are in the meeting.		
Ask your partner(s) to introduce themselves(s).		
Ask the meeting partner what they are looking for at your stand.		
Present your product/ services and your company. As SHORT as possible. Support your words with your prepared documentation, presentation, movies, etc.		
Invite your partner(s) for questions.		
Listen to your partners.		
Make notes for the later summary.		
Be patient, creative and include new aspects, the client brings in, into the project scenario.		
Give accurate answers. If you are not able to, explain, that you will investigate the topic and reply after the meeting.		

Checklist: "How to conduct a physical sales meeting on a trade show"



	Done	Remarks
During scheduled meetings		
Start the meeting with an overview of the meeting content (if known) and schedule.		
Ask the meeting partners for additional content/ remarks.		
Coming to the end of the meeting		
Start the final question round 3 minutes before the scheduled end of the meeting.		
Summurize the meeting results. Solutions, critical aspects and open questions. Keep it short.		
Ask if the summary reflects the expectations of the partners.		
Exchange business cards.		
Explain the next steps.		
Show your honest enthusiasm about the meeting today. Express your good feelings for the future.		
End the meeting as scheduled.		
Hand out a company promoptional material, if available.		
Feed your CRM with all necessary information, collected during the meeting. F.e. new contact data, new contact persons, product issues, personal characteristics (pet, humor, kids, likes&dislikes, etc),		
After a trade fair day		
Take your filled in sales reports and all your digital devices to the hotel. Be careful of potential theft at the stand.		

Checklist "How to conduct a virtual sales meeting"



Before the meeting (1-7 days before)	DONE
Know everything about your product(s) and your company	
Prepare a one pager for each product/service/etc. and give examples how your offers were used by others.	
Prepare a one pager about your company.	
Make sure that your website is up-to-date	
Read the website of your potential customer/ video call partner. Understand their portfolio.	
Develop ideas how the client might use your product/ service/ know how.	
Prepare questions for the video call	
Get familiar with business cultural differences between your and the clients country, if available.	
Get familiar with the online conference tools you will use for the meeting. Chat function, share screen + documents, mute/ unmute, digital/physical background, camera settings, assign host or co-host, record or stop recording.	
Raise your laptop to eye level if needed; simply use books or one of those stands.	
Hold a "practice" meeting with one of your colleagues.	
Prepare your business dress, you wear during the meeting.	
Get enough sleep the night before the meeting	
The day of the meeting, early in the morning.	
Resend the invitation link and registration data to all meeting partners. REFERENCE: meeting time, TODAY, meeting topic	
The day of the meeting, 30 minutes before.	
Check the meeting tool: background, camera, microphone, share screen, mute, etc.	
Check yourself: Looking proper, business like? Background as neutral as possible.	
All presentation documents available on your PC?	
2 minutes before the meeting	
Open the meeting tool for the participants.	

Be prepared for positive, entertaining small talk with partners appearing on the screen. Weather, pets, missing personal meetings, hotels are always a good topic. Furthermore: Has corona affected the economic situation in your country / for your business.	
During the meeting	
Talk loud enough, clear and precise. Look at the camera!	
Start the meeting latest 2 minutes after schedule. Time is valuable.	
Welcome your video partners with a big smile.	
Introduce yourself and let other company members do so themselves, if more people of your company are in the meeting.	
Ask your partner(s) to introduce themselves(s).	
Start the meeting with an overview of the meeting content and schedule.	
Ask the meeting partners for additional content/ remarks.	
Present your product/ services and your company. As SHORT as possible. Support your words with your prepared documentation, presentation, movies, etc.	
Invite your partner(s) for questions.	
Listen to your video partners.	
Take notes to summarize at the end the meeting/key points	
Be patient, creative and include new aspects, the client brings in, into the project scenario.	
Give accurate answers. If you are not able to, explain, that you will investigate the topic and reply after the meeting.	
Coming towards the end of the video meeting	
Start the final question round 3 minutes before the scheduled end of the meeting.	
Sum up the meeting results. Solutions, critical aspects and open topics. Keep it short	
Ask, if the summary reflects the expectations of the video partners.	
Explain the next steps.	
Show your honest enthusiasm about the meeting today. Express your good feelings for the future.	
End the meeting as scheduled.	
After the meeting	
Feed your CRM with all necessary information, collected during the meeting. F.e. new contact data, new contact persons, product issues, personal characteristics (pet, humor, kids, likes&dislikes, etc),	
Send a written summary and a schedule of the next steps.	
Follow up step by step as promised in the summary.	