

Essential Steps for Setting Up Your Event – B.I.T.E. Conference 2020

Pre-Event:

- Establish your goals and objectives
- Create a timeline
- Set your budget
- Research upcoming events/shows that may provide insight/ideas
- Start planning your stand design (see other resources for more detail)
- Get your marketing materials ready
 - Brochures, flyers, price sheets, order forms, signage
 - Or opt for a digital catalogue
 - Prepare your products/service pitch
- Let people know you're exhibiting
 - Email out to database
 - Get a guest blogger
 - Announce on social media
 - Advertise on your website
 - Consider contacting attendees personally before the show
- Decide who from your team will be at your booth
 - Delegate in advance
 - Get your staff and volunteers in place
 - Know what they are saying and doing on the day
- Complete a final setup checklist
- Arrive early to spot potential problems before attendees arrive

During Event:

- Collect email address to build database (business cards or form)
- Don't forget to socialise and engage
- Make an effort to enjoy your time while there
- Take photos for post event social media
- Try not to bombard attendees
- Avoid the 'sales' approach and try engaging in genuine conversation

Post-Event:

- Debrief with your team (what worked and what didn't)
- Send a post-event survey or email to attendees
- Follow up with your sponsors/exhibitors/speakers
- Post on social media
- Consider doing a post event 'wrap-up' blog or video to share
- Announce competition winners (if applicable)
- Celebrate!