



# 10 POST-EVENT STEPS



That shouldn't be forgotten!

The event is over. But for your efforts to be successful, there's still work to do. Here is a checklist to make sure nothing is left out.

## TAKE DOWN YOUR STAND WITH EASE

The event is coming to an end: groups of people are circulating through the aisles and around the stands. The goal is therefore to clean up while also preventing potential theft and damage.

1. Don't start to disassemble your stand before the **official closing time**
2. Take any **valuable items** with you as soon as the stand closes
3. Make sure to leave the space **clean and tidy**



If you're renting a **pre-prepared stand**, fees may be charged in case of damage or failure to return the stand to its provider.



IN THE DAYS  
FOLLOWING  
THE EVENT...

## EVALUATE YOUR ATTENDANCE ON THE SPOT

4. Organize **any contacts collected** and prioritize them accordingly
5. **Debrief the event** with the teams present at the show and explain the next steps   
*Debriefing is an essential part of teamwork: it allows for a complete review of what worked (and what didn't)... for a better start next time!*
6. Respond to the **satisfaction survey** sent by the organizer.   
This is important and allows for the planning of other upcoming occasions!



Don't hesitate to discuss your impressions directly with the event organizer!



## TURN YOUR LEADS INTO CLIENTS

7. Contact all clients in a **personalized manner**, in order of priority: 
  - Thank invited guests for coming
  - Don't forget the ones that weren't able to come
  - Send the appropriate documentation and inform them of the next steps (send a quote, schedule a meeting, etc.), depending on the exchanges you may have had at the event
  - Remember any documentation provided by the event organizer (handouts, videos, etc.)
8. Modify your **database** as you go



### Did you know?

81% of contracts are signed in the 10 months following a trade show or exhibition.

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## PERFORM AN EVALUATION AND PREPARE FOR THE NEXT EVENT

9. Measure the **event's ROI** (after 3 months, 6 months, and 9 months), according to the criteria and goals defined beforehand
10. Determine your **plan of action** for your next event attendance



Have you remembered to use the **communications solutions** offered by the event organizer?



Be sure to complete all 10 of these steps for post-event success and benefit the most from your efforts!

For any questions, don't hesitate to contact the event organizer. They can give you personalized advice to help you prepare for this essential phase.



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