

# Event/Expo Review

Event/Expo Name	
Date of event	
Location	
Budget	
Event Manager	

## Facts and Figures

No of attendees at Event/Expo overall

No. of visitors to the stand (approx)

## Exhibition Stand

Which staff manned the stand

What worked well:

What needs changing/improving:

## Messaging

Did you have the right stand messages

If you answered no to above what message would you suggest

## Sales Support Material

Did you have the right sales support material - if yes, what worked particularly well, if no - what needs changing/improving

**Leads**

What types of enquires did you get?

Did you get any sales leads that will lead to clear revenue retained or gained?

**Seminar / Presentation detail:**

What were the key themes coming from delegates at the event?

Do you think these will be the key themes next year, or will there be new compelling ideas we need to consider?

If you had a speaking slot, what was your seminar / presentation topic:

If we pushed for a speaking event next year, what type of subjects what be relevant to this audience?

**Next Steps and recommendations**

Do you think we should have the same, less or more presence at the event next year, if so why?

**Other opportunities and insights:**

Networking and info gathering

Delivering company info

Sponsorship of awards

Sales Insights