

TRADESHOW PLANNING & RSM APPROVAL FORM

TRADESHOW NAME:

LOCATION: DATE(S):

SHOW OWNER:

QUESTIONS TO ASK YOURSELF:

If you have attended this show in the past what, was the outcome?

Who are we targeting at the show?

What staff will attend?

Who is responsible for lead follow-up?

DESCRIPTION

- How did we measure ROI on the show?
- Was it successful?

- Provide job titles & industry
- Does this match with your objectives?
- Work with marketing as needed to help achieve your objectives (i.e. email blasts, pre-setting appointments and social media)

- Are attendees educated in the product/service being showcased?
- Do the attendee job titles make sense when compared to size/scope of show?

- Determine who is responsible for following up on leads prior to start of show.

NOTES

RSM APPROVAL (print)

SIGNATURE:

DATE: