

Set Objectives

You need to set your objectives before you start planning your exhibition.

Start with what you want to achieve from the show and how much you want to spend.

Then come up with the exhibition and marketing plans based on these factors.

Exhibiting goals should complement your marketing objectives.

Key objectives to consider:

- **Gain orders** - set a target to achieve, based on total revenue and/or number of orders.
- **Gain sales leads** - set a target of the number of leads you need to capture during the exhibition. Break this number down into a daily goal and set targets or staff manning the stand.
- **Make contacts** - depending on the nature of your business you might be looking to meet certain people i.e. potential distributors or new recruits. You need to set a target of the number of contacts and also decide what data you want to capture for each contact.
- **Perform market research** - decide on what information you need to gain and keep your questionnaire as concise as possible. Set a target of completed questionnaires and break this number down into daily goals. You could offer a small incentive to encourage people to participate.
- **Launch new products/services or raise product brand awareness** - success can be difficult to measure here, so you should aim to gather prospects to follow up after the exhibition; perhaps by using a prize draw or competition.

The reason for setting objectives is to give you a way to review results and assess the success of the exhibition. This information will enable you to plan more effectively for your next show and give you targets to beat.