

TRADE SHOW DEBRIEF CHECKLIST

Trade Show/Event Name: _____

Trade Show/Event Date & Location: _____

Marketing Specialist: _____ Technical Lead: _____

POST-SHOW ACTION ITEMS

- Enter qualified leads into CRM _____
- Obtain final attendee list _____
- Send a post-conference promotional piece _____
- Organize and inventory marketing materials _____
- Connect with attendees on social media _____
- Assign specific follow-up activities with deadlines _____
- Share information learned with coworkers and/or external audiences _____

TRADE SHOW MEASUREMENTS

Number of new contacts made _____

Number of sales generated from existing clients within 12 months _____

Number of sales generated from new clients within 12 months _____

Number of qualified leads _____

Number of abstracts submitted _____

Number of abstracts approved and presentations given _____

Cost of show (budgeted vs. actual) _____ **BUDGETED** _____ **ACTUAL** _____