



Defining Exhibiting Goals & Outcomes





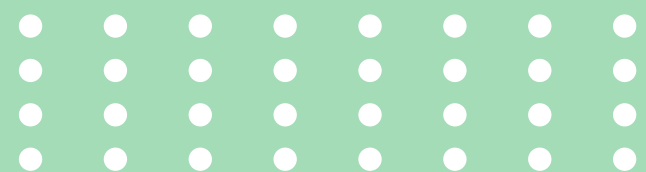
- **Purpose**
- **Essential Learning Components (ELCs)**

Purpose:

Develop a process for defining exhibiting goals and outcomes that are important to your company and planning for execution and achievement.

Essential Learning Components:

1. Two top-level outcomes an exhibit program should deliver.
2. Three major areas of business that exhibiting best support.
3. Insights and power tips for improved planning.
4. The Exhibiting By Objective Process.
5. The power of SMART goals.
6. One exhibiting goal setting exercise every exhibitor must complete!
7. How to use our EBO planning tool to create, execute and measure with a written action plan.



Top Level Exhibiting Outcomes

1. Support Core Business Objectives

Senior management wants to know the time and money spent on exhibiting visibly and directly supports core business objectives. The 3 key business areas exhibiting best supports are MARKETING, SALES and CUSTOMER RELATIONSHIP MANAGEMENT.

2. Deliver Value Beyond Cost

Because of the big investment of company resources, senior management wants to know the company is getting visible and measurable value beyond cost.



Insights on Planning

- 1. If you fail to plan, you're planning to fail.**
- 2. Reasons are not enough!**
- 3. Clarity and knowing your outcomes drive effective planning!**
- 4. Every goal needs a planner and a plan!**



5 Power Tips to Improve Planning



1. Start Early - *at least 16 weeks before the show*
2. Budget enough planning time.
3. Engage stakeholders about what they want the program to accomplish.
4. Focus on one goal at a time.
5. Inspect what you expect - *set progress and result check dates.*

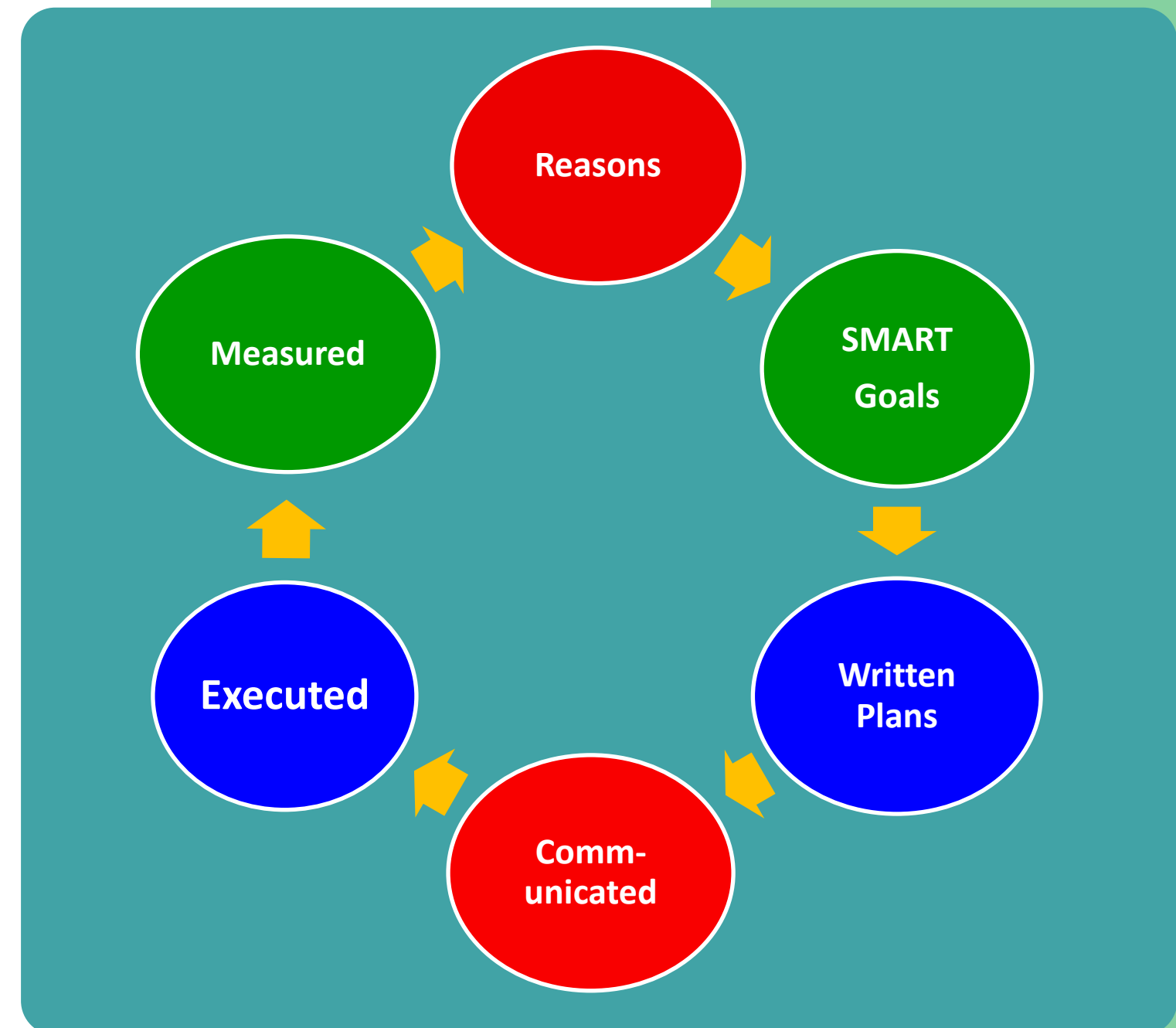
Exhibiting By Objectives Process

Importance of Process

The most successful businesses have developed orchestrated processes that enable them to create consistent, predictable and reliable results.

Do Not Exhibit by Hope!

The Exhibiting By Objectives process gives you a proven-effective road map to plan, communicate, execute, measure and learn from each show, so you get better results going forward.



Top Exhibiting Objectives

CEIR Research: Objectives & Importance

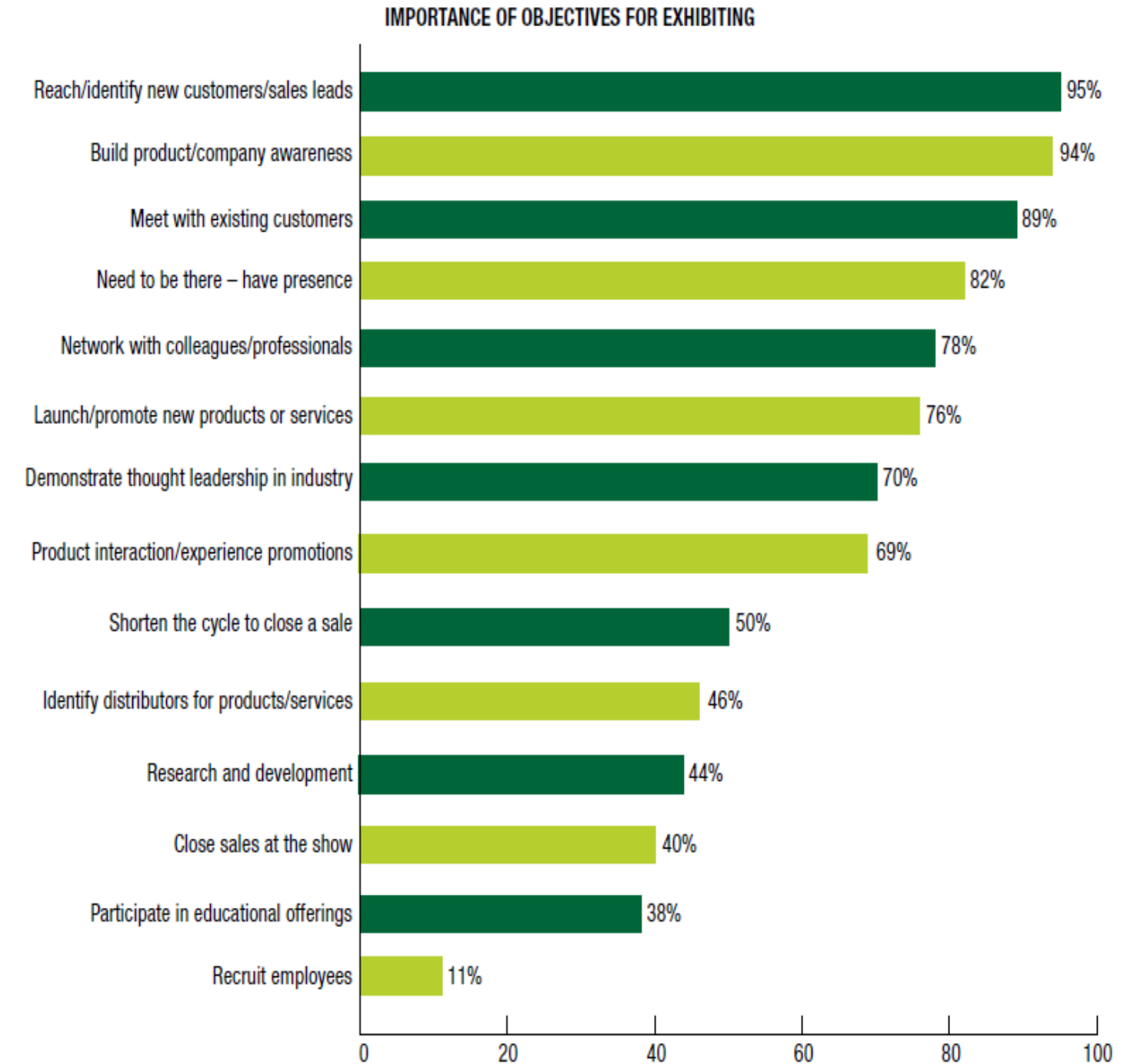
Review this list of objectives and select at least three you feel are important to your company. Ideally, you will have at least one in the big three areas: Marketing, Sales, Customer Relationship Management.

Discuss and Gain Agreement from Stakeholders

Ask senior management and your team what specific goals the company is pursuing in each of the big three areas.

Make sure your exhibiting objectives align with, support and move the needle on these goals.

OBJECTIVES FOR EXHIBITING AND METRICS FOR SUCCESS



**Percentage assigning a 4 or 5 using a 1 to 5 scale where 1=Not at All Important and 5=Very Important*

Power of SMART Goals

Framework for Clarity

Vague or unclear goals do not provide enough clarity to motivate and guide the planning process.

Makes it Easier to Reverse Engineer Outcomes

Clearly defined goals that support important business objective provide motivation and clarity to guide the planning process and increase the odds of achievement.

Example

- **Vague goal:** Capture leads
- **SMART Goal:** By show closing time, we will capture at least 50 qualified new business opportunity leads

SMART Goal Is:

- ✓ Specific
- ✓ Measurable
- ✓ Action Oriented
- ✓ Realistic
- ✓ Time bound

SMART Goal Planning Steps

Follow These 7 Planning Steps

1. Write your SMART goal.
2. Draft a strategy statement.
3. Create a list of actions.
4. Assign responsibility and involvement in each action.
5. Allocate Time.
6. Allocate Money.
7. Define measurement data capture points and metrics.



Exhibit By Objectives Planning Tool



Proven-Effective Process Based Tool

The same tool I use with my exhibiting clients who generated over \$800,000,000 in results over the years.

Clarifies Goals in the Big 3 Areas

Contains 33 potential objectives organized by Sales, Marketing and Customer Relationship Management.

Guides Planning, Execution & Measurement

Helps you plan and manage up to 3 goals. Form can be expanded. Includes space for activity planning, measuring results and identifying lessons learned to improve results going forward.



Exhibit Interaction Capacity

Tradeshows are about face-to-face contact. This formula helps you to calculate the number of in-booth interactions you have the capacity to handle.

Most Important Goal Setting Exercise

# Exhibiting Hours	18
X Booth Staff (50 sf/staffer)	4
X Interaction/Hr/Staffer (3 to 5)	4
EXHIBIT INTERACTION CAPACITY (EIC)	288
(-) # Customer Meetings	15
(-) # Prospect in the Pipeline Meetings	10
AVAILABLE INTERACTION CAPACITY (EIC)	263
# to Lead (25% benchmark)	66
# Leads Convert (20% benchmark)	13
% to At-Show Order (5% target)	3
Average Sale Amount	\$2,500
At-Show Sales Goal	\$7,500
Post-Show Sales Goal	\$32,500

Measuring Activity & Outcomes

Follow These Steps

1. Determine who needs to see results.
2. Select metrics based on goals.
3. Clearly define each metric.
4. Determine where and how to capture data.
5. Determine appropriate checkpoints.



Top 4 Goals with Metrics

GOAL

1. **Market visibility presence/awareness**
2. **Branding**
3. **Lead generation/business development**
4. **New product introduction**

METRICS

1. Total show traffic, booth pass-by traffic, booth visitors, web traffic, social media traffic, sponsorship reach
2. Exit interviews, pre/post-surveys, media used w/reach, message communicated
3. # leads, quality of leads, potential value, lead conversion over time
4. # demos, # visitors, # samples, # press mentions, # leads for new product

Top 5 Planning Pitfalls

- 01 Winging it by not having clear goals and plans.
- 02 Not scheduling and investing enough planning time.
- 03 Getting caught in the logistics trap.
- 04 Not involving and/or communicating with others.
- 05 Not defining progress and measurement checkpoints and metrics.

5 Big Action Items

1. Begin planning at least 16 weeks before the show.
2. Identify at least one exhibiting goal that supports the three major areas tradeshows best support: marketing, sales, and customer relationship management
3. Use the downloadable EBO planning tool to calculate Exhibit Interaction Capacity and conversion goals, then create a written action plan for each goal.
4. Define what metrics and capture points you will use to determine progress and completion of the goal.
5. After your next show, review goals, outcomes and define wins, so you can use them going forward. Define lessons learned so you can continually adjust your Exhibiting By Objectives planning process.



Got Questions?

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Congratulations!!!

You've Completed Defining
Exhibit Goals & Outcomes

Which Course is Next???

