

Creating an Exhibiting Effectiveness Report

By Jefferson Davis, Competitive Edge

In developing an exhibit measurement system, to avoid recreating the wheel and driving ourselves crazy, we need to think in terms of consistency and replication. As exhibit and marketing managers, we do not have the time or the bandwidth to recreate the wheel for every show we do.

The centerpiece of our measurement and reporting process is the creation of what I call an Exhibit Effectiveness Report. This report serves as a template and a consistent reporting format for our internal customers and stakeholders.

Here are the key sections of the Exhibit Effectiveness Report

1. Show information: Dates, venue, attendance, exhibitors, etc.
2. Exhibit information: Size, type, location, demonstrations, etc.
3. Exhibiting objectives & progress made toward each objective
4. Leads: Goal/Actual, Quality of leads by priority, Cost Per Lead and Potential Value of Leads, Routing and reporting processes, etc
5. Estimated Total Booth Traffic compared to Exhibit Interaction Capacity
6. Cost Per Visitor Interaction: Compared to other shows and other media
7. Effectiveness of pre & at-show marketing: media used, cost, reach, response, etc.
8. Key Customers, VIPs and Key Opinion Leaders met
9. Competitive Summary
10. Publicity Relations and Media exposure
11. Final show budget versus actual w/benchmarks and ROI actual and forecasts.
12. Lessons learned & recommendations for next show.

Take the time now to create your Exhibit Effectiveness Report format for your next show. Then, when the show is over, complete the report and forward to your internal customers and stakeholders and watch your value in the organization rise! Be sure view JD Events FREE exhibit measurement e-course, here's the link: [Exhibit Measurement E-Course](#).

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Since 1991, his consulting and training services have helped clients improve their tradeshow performance and results to the tune of over \$500M. Mr. Davis is co-creator of the JD EVENTS Online Exhibitor Solution Center program. He can be reached at 704-814-7355 or jdavis@tradeshowturnaround.com.