

SMART Goals Worksheet

- **Specific:** What exactly do you want to achieve?
- **Measurable:** How will you track success?
- **Achievable:** Is it realistic with your resources?
- **Relevant:** Does it align with your business objectives?
- **Time-bound:** When will you achieve it?

Pre-Show Marketing Calendar

Timeline	Action	Notes
6 months out	Book booth, confirm logistics	Secure prime location
3 months out	Launch social media campaign	Use event hashtags
1 month out	Send invitations	Include promo codes
Event week	Final reminders	Highlight booth activities



Booth Layout Planner

- Sketch booth design
- List demo equipment
- Safety checklist
- Visitor flow plan

Staff Training Checklist

- Product knowledge
- Booth etiquette
- Safety protocols
- Prospect qualification

Lead Capture & Follow-Up Tracker

Lead Tier	Action	Timeline
Hot	Call + personalised email + demo invite	24-48 hours
Warm	Send case studies + nurture content	1 week
Long-term	Newsletter + webinars	Ongoing

ROI Calculator Template

- Leads generated: _____
- Conversion rate: _____ %
- Average deal value: \$ _____
- Projected lifetime value: \$ _____
- ROI = (Revenue - Costs) ÷ Costs

Post-Event Review Form

- › What worked well?
- › What could be improved?
- › ROI achieved vs. goals set
- › Next steps for future events



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