

Task Guide

Trade Show Report

Responsible: Chief Officers and Vice Presidents of Sales & Marketing

Project Description:

Following the trade show it is important to look back at the process that led up to and through the competitive event. This reflective process allows you to improve on performance at future events and defines a clear strategy of where the company needs to go to continue to improve. In this task you will be doing a self-evaluation of all aspects of the trade show. The results will be reported out to the leadership team and eventually the entire company.

Guidelines:

1. Schedule a meeting as soon as possible following the trade show. The Vice Presidents will take notes on the discussion as they will be writing the report following the meeting.

2. Conduct a discussion that covers the following areas.

A. Preparation for the Trade Show

1. Discuss what were areas of strength and why were these areas so strong?
2. Discuss areas that need to improve and evaluate what needs to change to improve
3. What goals do you have for the next trade show and who is responsible to implement these goals

B. How the company performed at booth Trade Show

1. Discuss areas of that the company excelled at during the trade show?
2. Discuss the booth design and set up and what things could improve.
3. Discuss sales and how the live sales process went and what needs to improve
4. What goals do you have for the next trade show and who is responsible to implement these goals

C. Reflection of the competitive performance at the Trade Show

1. Review the trade show competitions and review and talk about each score sheet
2. Discuss what you did well
3. Discuss what needs to improve and what you can do to improve next time
4. What goals do you have for the next trade show and who is responsible to implement these goals

Submit for grading with attachments

3. Open and share a Google doc with all and write the trade show report reflecting the discussion above. The Vice Presidents will be responsible for co-writing the report and chief officers should review and add to the report if they think something is missing.

The final report should be 2-3 pages, font size 12-14 and should have the following sections.

1. Cover Page with company logo
Title Trade Show Report
Include; the name of trade show and date.
2. Preparation for Trade Show (heading)
3. Booth Performance Marketing and Sales (heading)
4. Reflection of the Trade Show Competitive Performance (heading)

The finished report should be turned in the report as a PDF.