

Setting Goals for a Successful Event

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1. Pre Event Planning – **6 months ahead of event date**
 - 1.1. Determine why you want to exhibit
 - 1.1.1. What products/services will we be featuring?
 - 1.1.2. Who is our potential market?
 - 1.1.3. What do we want to accomplish?
 - 1.1.4. What time and resource allocation will be needed to commit?
 - 1.1.5. How does this event fit into our marketing plan?
2. Goal setting
 - 2.1. Determine what goals you have for achieving:
 - 2.1.1. Increased sales
 - 2.1.2. Improve customer relationships
 - 2.1.3. Conduct market research
 - 2.1.4. Support current sales channels
 - 2.1.5. Generate free PR
 - 2.1.6. Build brand awareness
3. Call to action
 - 3.1. Create benchmarks for achieving your goals that are:
 - 3.1.1. Timely
 - 3.1.2. Measurable (i.e. budget, lead management)
 - 3.1.3. Achievable
 - 3.1.4. Specific
 - 3.1.5. Realistic
4. Follow up
 - 4.1. Reviewing your goals
 - 4.1.1. Create a spreadsheet that quantifies: (bold column descriptors)
 - 4.1.1.1. What was your **goal**?
 - 4.1.1.2. What **actions** were taken to achieve goal?
 - 4.1.1.3. What was the **cost** of your resources to achieve goal?
 - 4.1.1.4. What was the **result** of achieving that goal?
 - 4.1.1.5. What are the recommendations for **improvement**?

Setting goals and quantifying the results will allow you to measure ROI as well as achieve continuous improvement.



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