

Post-IMEX Evaluation Worksheet

21. What response did we get to our pre-show promotion?

22. What improvements could be made to future pre-show promotional campaigns?

23. What response did we get to our at-show promotions?

24. What improvements could be made to future at-show promotions?

25. How could we improve our lead cards to get more effective information?

26. How many leads did we gather?

27. How did we do in relation to our lead gathering goals?

28. Who is following up our leads?

29. How are our leads being followed-up?

30. How did we classify our leads?

31. Do we have a dollar value for the leads collected?

32. How did we perform in relation to any other goals we set?

33. How did the quality of visitors rate in relation to our needs?

34. How effective was the staffing schedule?

35. What staff scheduling changes need to be made?

36. How effective was the staff?

37. Which of our major competitors also exhibited?

38. What were their key messages/themes?

39. What attention-getting activities did they use?

Worksheets and checklists provided for IMEX 2010 exhibitors courtesy of SCS Limited.
Ensure your IMEX and other exhibition participations are always successful and that you achieve the desired results.
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