

# conference & exhibition checklist

Organising an event can be a daunting task with so many things to organise. Don't worry, Kall Kwik St James's are here to help. We can assist with many of the items listed, leaving you to concentrate on getting the best from your event. Why not call us now for a free, no obligation chat on 020 7930 1976.

	DEADLINE	RESPONSIBILITY	COMPLETE
<b>Prior to the Show</b>			
Agree budget for show			<input type="checkbox"/>
Agree objectives*			<input type="checkbox"/>
Appoint project manager			<input type="checkbox"/>
Book stand space			<input type="checkbox"/>
Check dimensions of space			<input type="checkbox"/>
Confirm power/water supply			<input type="checkbox"/>
Book accommodation			<input type="checkbox"/>
Organise show passes			<input type="checkbox"/>
<b>Promoting your event</b>			
Invitations			<input type="checkbox"/>
Organise PR			<input type="checkbox"/>
Social media			<input type="checkbox"/>
Email marketing			<input type="checkbox"/>
Press release			<input type="checkbox"/>
Adverts in trade magazines			<input type="checkbox"/>
Blog posts on website			<input type="checkbox"/>
<b>Identification</b>			
Name badges - visitors			<input type="checkbox"/>
Name badges - staff			<input type="checkbox"/>
ID cards			<input type="checkbox"/>
Lanyards			<input type="checkbox"/>
Branded clothing for staff:			<input type="checkbox"/>
• Polo shirts			<input type="checkbox"/>
• T-shirts			<input type="checkbox"/>
• Business shirts			<input type="checkbox"/>

\* sales, leads, launch new products, raise profile, new contacts, develop relationships with existing clients.

	DEADLINE	RESPONSIBILITY	COMPLETE
<b>Display / stand requirements</b>			
Roller banners			<input type="checkbox"/>
Pop up stands			<input type="checkbox"/>
Modular display stand			<input type="checkbox"/>
Flags			<input type="checkbox"/>
Posters			<input type="checkbox"/>
Poster frames			<input type="checkbox"/>
Banners			<input type="checkbox"/>
Graphic panels			<input type="checkbox"/>
Table cloths			<input type="checkbox"/>
Literature stands and holders			<input type="checkbox"/>
AV equipment and videos			<input type="checkbox"/>
Extension cables			<input type="checkbox"/>
Stand furniture - tables and chairs			<input type="checkbox"/>
Counter/welcome desk			<input type="checkbox"/>
A frames			<input type="checkbox"/>
Velcro			<input type="checkbox"/>
Toolkit - scissors, screwdriver, pliers			<input type="checkbox"/>
<b>Marketing</b>			
Brochures			<input type="checkbox"/>
Leaflets			<input type="checkbox"/>
Postcards			<input type="checkbox"/>
Show offers			<input type="checkbox"/>
Competition			<input type="checkbox"/>
Bags to carry merchandise			<input type="checkbox"/>
Samples			<input type="checkbox"/>
Enquiry pads			<input type="checkbox"/>
Speakers Notes			<input type="checkbox"/>
Promotional items			<input type="checkbox"/>
Press pack			<input type="checkbox"/>
Conference folders			<input type="checkbox"/>
Business cards			<input type="checkbox"/>

	DEADLINE	RESPONSIBILITY	COMPLETE
Goody bags			<input type="checkbox"/>
Giveaways			<input type="checkbox"/>
Pens			<input type="checkbox"/>
Bowl or box to collect business cards			<input type="checkbox"/>
Price lists			<input type="checkbox"/>
Laptops/computers/tablets			<input type="checkbox"/>
Confectionery			<input type="checkbox"/>
Organise a competition to collect new leads contact information?			<input type="checkbox"/>
Case studies			<input type="checkbox"/>
Organise photography of stand and visitors			<input type="checkbox"/>
<b>Staff</b>			
Brief all staff on key messages			<input type="checkbox"/>
Timetable for manning stand			<input type="checkbox"/>
<b>Housekeeping</b>			
Health and safety requirements			<input type="checkbox"/>
Insurance			<input type="checkbox"/>
Catering - coffee maker;mugs/cups, plates etc			<input type="checkbox"/>
Cleaning materials - rubbish bags			<input type="checkbox"/>
First aid kit			<input type="checkbox"/>
<b>After The show</b>			
<b>Follow up enquiries:</b>			
• Email			<input type="checkbox"/>
• Direct mail			<input type="checkbox"/>
• Thank you letters			<input type="checkbox"/>
• Brochures/catalogues			<input type="checkbox"/>
• Telephone call			<input type="checkbox"/>
Social media - trends/tips from show			<input type="checkbox"/>
Add new contacts to your CRM for marketing to in future			<input type="checkbox"/>
Update your website with news of the show			<input type="checkbox"/>
Evaluate show in terms of original objectives			<input type="checkbox"/>
What would you do differently next time?			<input type="checkbox"/>