

1 Responsibilities: Coordination is the name of the game.

It's a familiar scenario. When everyone wants a say, nobody knows what's going on anymore. People overstep their responsibilities and instead of running smoothly, things get snarled up. Everyone ends up feeling dissatisfied and no one wants to take the blame. We believe that when you are designing an exhibition stand design it is essential to define responsibilities clearly. That is the only way people know what they have to do, what they are responsible for and which jobs they have to leave to others.

The coordinator is responsible for the overall project while others take responsibility for specific aspects of the job. And all these employees must be assigned the right task.

Purchase/realization:

- Application _____
- Standmanager/Coordination _____
- Contact with project manager at Messerli _____
- Technology _____
- Stand design/realization _____
- Outfitting/miscellaneous _____
- Exhibition transport/customs documents _____
- Exhibition publicity/press work _____
- Travel tickets _____
- Selection/training of employees _____
- Discussions during exhibition with the employees _____
- Debriefing after the exhibition _____
- Concluding report on exhibition _____
- Coordination of follow-up work after exhibition _____
- Post-exhibition assessments _____

Who will book people and premises for events such as press conferences, seminars, etc.?

Hotel reservation _____

Restaurant reservation (evening events) _____

Order temporary staff _____

Order exhibitors' passes _____

Order press material _____