

9 Follow-up work after the exhibition: A strong finish

Everything has worked, hopefully just as planned. Everyone involved is worn out from the stress and hectic pace. But you mustn't sit on your well-deserved laurels. Because your sales success now depends on intensive, professional follow-up work after the exhibition. Moreover, the results of systematic follow-up work will provide you with valuable information for preparing the next similar exhibition. That is why it is important to remember the following points:

- Send the promised documentation to stand visitors
- Get specialists to make follow-up telephone calls after the exhibition
- Send written thank-you notes to visitors for coming
- Process the incoming messages from the field service
- Transfer the completed contact forms to contact evaluation
- Check results
- Register orders received
- Stand layout very good unsatisfactory
- Presentation of exhibits very good unsatisfactory
- Briefing of stand personnel very good unsatisfactory
- Distribution of invitation forms very good unsatisfactory

Objectives for the next exhibition _____

Kind regards



Andreas Messerli