

# 39-POINT WORKSHEET FOR EVALUATING YOUR SHOW PERFORMANCE

1. Overall, how did we perform in relation to our goals?

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2. What could we do differently to improve our performance the next time we exhibit?

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3. What were our major challenges at the show?

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4. What happened that we did not expect?

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5. What happened that we were unprepared for?

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6. Which areas need more preparation?

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7. What areas do we need to address with show management?

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8. What would prevent us from exhibiting at this show again?

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9. How effective was our exhibit?

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10. What changes could be made to improve our exhibit?

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11. How effective was our layout?

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12. What changes could be made to improve our layout?

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13. How effective was our location?

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14. What changes could be made to improve our location?

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15. How effective was the traffic flow through our exhibit?

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16. What changes could be made to improve the traffic flow through our exhibit?

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17. How effective were our demonstrations/presentations?

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18. What changes could be made to improve our demonstrations/presentations?

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19. Which of our products or services attracted the most attention?

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20. Which of our products or services attracted the least attention?

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(continued...)



## 39-POINT WORKSHEET FOR EVALUATING YOUR SHOW PERFORMANCE (continued)

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

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

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

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

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

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26. How many leads did we gather?

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

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28. Who is following up our leads?

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29. How are our leads being followed-up?

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30. How did we classify our leads?

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

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

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

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34. How effective was the staffing schedule?

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35. What staff scheduling changes need to be made?

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36. How effective was the staff?

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37. Which of our major competitors also exhibited?

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38. What were their key messages/themes?

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39. What attention-getting activities did they use?

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