

AFTER THE EXPO, FAB ANALYSIS & DEBRIEF, STAFF DEBRIEFING #34 OF 36

EXHIBITOR TRAINING VIDEO



It's important to take the time after each event to consider what worked well and to learn lessons for the future. As a framework for considering how you can improve the human dimension of your events, use the acronym DEBRIEF.

'DEBRIEF: Data generated, Evaluating costs, Best moments, Reviewing improvements, Input from team, Exhibition protocols, Feedback from visitors.'

DATA GENERATED

Record the name, location and date of the event. Record the number of leads generated and break them down into segments. For example, hot, warm, interested, general. Keep space for logging the value of any orders and the date the prospect converted.

EXAMINE COSTS

We covered this in the previous tutorial. You will need to include your costings sheet as part of your broader final analysis.

BEST MOMENTS

Consider the best moments you and your team enjoyed at the expo, especially when a visitor showed significant interest or when leads or an order were generated. Analyse this and consider why it worked so well, and how you could repeat or improve upon it at future events.

THE
BEST MOMENTS

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REVIEWING IMPROVEMENTS

There will be areas of improvement you will identify. Provide feedback to the event organiser so they can also benefit from your analysis. List areas of improvement for you and your team.

INPUT FROM TEAM

Remember to learn from the team and sit down as a group to learn from their analysis and observations. To continuously develop, the whole expo team needs to be involved in the debrief.

EXHIBITION PROTOCOLS

You will have created templates, documents and forms. Save time by creating standard operating procedures for future expos.



FEEDBACK FROM VISITORS

Remember to collect feedback from your visitors. Seek permission beforehand and offer an incentive to the visitors to complete a short survey.

SUMMARY

After every event, you should spend time analysing everything so you can perform better at future expos. We've provided the framework DEBRIEF to help you achieve this.

NEXT: BOOKING EARLY

In our next tutorial, we will look at the final letter of FAB: B - Booking Early. This will also include thanking everyone and using social media to complete the project.

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