

How to Make the Most of Events: A Checklist

Before the Event

- Contact attendees 4–6 weeks in advance to arrange meetings or invite them to a mixer
- Book your booth and confirm booth details
- Plan a pre-event mixer
- Create a landing page with event details
- Develop a promotional content strategy
- Order customized swag or prize items
- Design your booth layout, incorporating the elements you have to work with
- Decide what the desired action at your booth will be and how you'll draw people into your booth (snacks, prizes, games, contests, activities, etc.)

At the Event

- Set up your booth
- Create an interactive experience
- Meet as many people as possible
- Book follow-up appointments with prospects
- Explore partnerships with other vendors
- Give away swag
- Be a part of the conversation on social media

After the Event

- Follow up with any leads as soon as possible
- Write a recap article with the top takeaways
- Update your website based on feedback and conversations at the event