

START, STOP, CONTINUE

This exercise is a great way to pause, evaluate, and take action while a recent event or trade show is still fresh in your mind.

TOPIC: PRE-SHOW MARKETING

(Section could include social activity, advertisements, sponsorships, etc.)

<p>Start <i>What is not being done, but should be?</i> <i>What can we do to get better results?</i> <i>What are some new ideas worth trying?</i></p> <p>Examples to get you started:</p> <ul style="list-style-type: none">• Direct mail to top targets• Personalize invites from sales reps	<p>What Should I/We Start Doing?</p>
<p>Stop <i>What is not working or helping us?</i> <i>What is impeding our success?</i> <i>What isn't practical?</i> <i>What is not delivering desired results?</i> <i>What do we/others dislike?</i></p> <p>Examples to get you started:</p> <ul style="list-style-type: none">• Email marketing 3 months prior to event• Ineffective advertising spend	<p>What Should I/We Stop Doing?</p>
<p>Continue <i>What is working well?</i> <i>What do we want to keep?</i> <i>What is worth continuing to see if it's worthwhile?</i> <i>What do we like/need?</i></p> <p>Examples to get you started:</p> <ul style="list-style-type: none">• Social media posts• Drafting & maintaining creative brief	<p>What Should I/We Continue Doing?</p>

START, STOP, CONTINUE

This exercise is a great way to pause, evaluate, and take action while a recent event or trade show is still fresh in your mind.

TOPIC: BRAND AMBASSADORS

(Section could include personnel selection, training process, attire, etc.)

<p>Start <i>What is not being done, but should be?</i> <i>What can we do to get better results?</i> <i>What are some new ideas worth trying?</i></p> <p>Examples to get you started:</p> <ul style="list-style-type: none">• Send a backup staffer for emergencies• Give staffers alike devices for lead retrieval	<p>What Should I/We Start Doing?</p>
<p>Stop <i>What is not working or helping us?</i> <i>What is impeding our success?</i> <i>What isn't practical?</i> <i>What is not delivering desired results?</i> <i>What do we/others dislike?</i></p> <p>Examples to get you started:</p> <ul style="list-style-type: none">• Do 1:1 training as a group• Less scripted engagement	<p>What Should I/We Stop Doing?</p>
<p>Continue <i>What is working well?</i> <i>What do we want to keep?</i> <i>What is worth continuing to see if it's worthwhile?</i> <i>What do we like/need?</i></p> <p>Examples to get you started:</p> <ul style="list-style-type: none">• Pre- and post-show team meetings• Having water and hard candy for long shifts	<p>What Should I/We Continue Doing?</p>

START, STOP, CONTINUE

This exercise is a great way to pause, evaluate, and take action while a recent event or trade show is still fresh in your mind.

TOPIC: SHOW/EVENT

(Section could include personnel selection, training process, attire, etc.)

<p>Start <i>What is not being done, but should be? What can we do to get better results? What are some new ideas worth trying?</i></p> <p>Examples to get you started:</p> <ul style="list-style-type: none">• Include hospitality in the booth• Go LIVE on social channels	<p>What Should I/We Start Doing?</p>
<p>Stop <i>What is not working or helping us? What is impeding our success? What isn't practical? What is not delivering desired results? What do we/others dislike?</i></p> <p>Examples to get you started:</p> <ul style="list-style-type: none">• Using a portable/DIY display• Ineffective engagement	<p>What Should I/We Stop Doing?</p>
<p>Continue <i>What is working well? What do we want to keep? What is worth continuing to see if it's worthwhile? What do we like/need?</i></p> <p>Examples to get you started:</p> <ul style="list-style-type: none">• Pre-scheduling 1:1 meetings with prospects• Being mindful of budget & timeline	<p>What Should I/We Continue Doing?</p>

START, STOP, CONTINUE

This exercise is a great way to pause, evaluate, and take action while a recent event or trade show is still fresh in your mind.

TOPIC: POST-SHOW FOLLOW-UP

(Section could include personnel selection, training process, attire, etc.)

<p>Start <i>What is not being done, but should be?</i> <i>What can we do to get better results?</i> <i>What are some new ideas worth trying?</i></p> <p>Examples to get you started:</p> <ul style="list-style-type: none">• Assigning leads onsite• Show recap advertising	<p>What Should I/We Start Doing?</p>
<p>Stop <i>What is not working or helping us?</i> <i>What is impeding our success?</i> <i>What isn't practical?</i> <i>What is not delivering desired results?</i> <i>What do we/others dislike?</i></p> <p>Examples to get you started:</p> <ul style="list-style-type: none">• Tracking leads in Excel (use a CRM)• Waiting 30+ days for follow up	<p>What Should I/We Stop Doing?</p>
<p>Continue <i>What is working well?</i> <i>What do we want to keep?</i> <i>What is worth continuing to see if it's worthwhile?</i> <i>What do we like/need?</i></p> <p>Examples to get you started:</p> <ul style="list-style-type: none">• Email campaign to prospects• Tracking lead outcomes	<p>What Should I/We Continue Doing?</p>