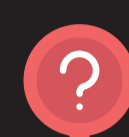


INCISIV'S BIG SHOW **SUPERCHARGER** PLAYBOOK

Following a well-defined strategy for your presence at the NRF Big Show ensures a more effective return on dollars spent.



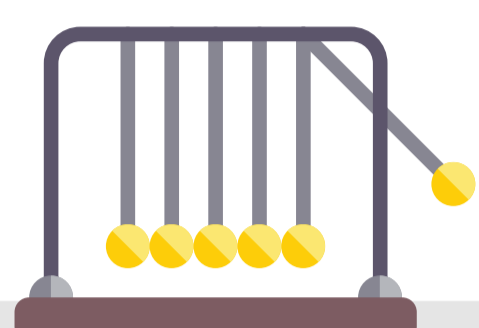
GOALS



KEY QUESTIONS



**BIG SHOW
PLANNING**



**BIG SHOW
MOMENTUM**



**ON-SITE
EXECUTION**



**BIG SHOW
FOLLOW-UP**

NRF | 2018
RETAIL'S BIG SHOW

SEPTEMBER

🎯 **Clearly understanding** your target buyer persona – needs, goals, behaviors

🎯 **Strategic alignment** on theme and messaging

❓ How effectively are you aligning your themes, messaging and networking activities to your key buyer personas?

DECEMBER

🎯 **Building** pre-show awareness and prospect engagement

🎯 **Driving targeted engagement** with top and mid-funnel named accounts

❓ What are your most important goals pre-show, and what is your plan to achieve those goals?

JANUARY

🎯 **Utilizing networking opportunities** to build deeper relationships

🎯 **Utilizing pre-set discussions** to further qualify and advance sales conversations

❓ What is your plan to engage prospects at the show?

FEBRUARY

🎯 Building upon the **momentum** generated from the show to advance the marketing/sales funnel

🎯 Supporting the further development of opportunity at **key named accounts**

❓ How will you ensure post-show momentum is maintained and prospects engaged effectively to move them through the funnel?