

## Part 4 – After the Event

### Tip #1 - Measurement Musts

Performance improvement begins with measuring return on investment (ROI). Don't let your lack of time, money or knowledge of measurement techniques stop you from evaluating your efforts. Not only will you find ways to improve your trade show program, you'll arm yourself with data and information that can help you save the program in today's tough economic climate. To be effective, your ROI tracking must:

- Measure and understand the potential audience.
- Identify the strengths and weaknesses of the exhibit program.
- Measure the performance against a set of objectives.
- Benchmark show results in order to draw a comparison.

Keep basic measurements consistent from show to show and track them through time.

### Tip #2 - Follow-up initiatives *after* the show to help turn leads into sales.

Send a personalized handwritten note, along with a customized company information packet or other appropriate material, to booth visitors within a week following the trade show event.

For top leads, add a personal phone call to make a lasting impression and reinforce your commitment to service.

In this time of intense texting, email, and messaging through social networking sites, a personal phone call to your valued prospects makes a powerful impact and may help solidify the sale. Warm, personal contact is the consistent thread in every aspect of marketing and trade show promotions.