

Trade fair follow-up

The success of the trade fair is not dependent on the fair itself, but rather on the follow-up phase. The objective of the trade fair follow-up is just as much about concluding sales, where contacts made at the fair are followed up, as discovering how the next fair can be improved.

Furthermore, trade fair follow-up is the basic prerequisite for subsequent monitoring of trade fair success. Correspondingly, the follow-up should, on no account, be neglected.

In order that your trade fair follow-up is a total success, you should, prior to the trade fair participation, already have determined who will handle which tasks when during the follow-up phase.

You will find a proposal on the left side for handling the trade fair follow-up.

Process of the trade fair follow-up

✓ **In the run-up to the fair**

1. Determination of a time plan and responsibilities of personnel
2. Production of advertising material which will be used after the fair

✓ **During the fair**

3. Making contacts and cultivating contacts
4. Producing trade fair reports

✓ **After the fair**

5. Analysis and evaluation of the trade fair reports and contacts
6. Depending on urgency and importance of the contacts, despatch of information material or immediate organisation of meeting
7. Follow up by telephone
8. Organisation of an appointment with sales force
9. Conclusion of sale
10. Monitoring success