

PRE TRADE SHOW MARKETING TIMELINE



SET OBJECTIVES & GOALS FOR PRE-SHOW MARKETING

BEGIN VETTING POTENTIAL LEADS

SEND OUT FORMAL INVITES TO CLIENTS, CONTACTS & PROSPECTS

GENERATE INVITES TO EMAIL AND SOCIAL - USE SHOW HASHTAG

REVIEW RSVP'S & SET APPOINTMENTS

ANNOUNCE SPONSORSHIPS OR COLLABORATIONS

GIVE YOUR STRONGEST SOCIAL PUSH

TALK, SHAKE, SELL!

DOCUMENT ALL MAJOR ACTIVITY

SIX MONTHS OUT

THREE MONTHS OUT

SIX WEEKS OUT

ONE WEEK OUT

SHOW TIME

INITIAL ANNOUNCEMENT

SEEK OUT POTENTIAL SPONSORSHIPS

ESTABLISH RELEVANT TRACKING SYSTEM FOR YOUR LEADS

RAISE DIGITAL AWARENESS

ANNOUNCE PRE-SHOW CONTEST(S)

SEND A REMINDER E-MAIL TO RSVP'S

ANNOUNCE MAJOR COMPANY BUZZ

HAVE A DESIGNATED TWEETER

REMIND THEM TO CHECK LANDING PAGE AFTER SHOW



CHECK OUT LINK FOR THE FULL ARTICLE: <http://bit.ly/proexpotimeline1>

