

## Trade Show Post Mortem

### Event Summary

Trade Show Name: \_\_\_\_\_ Location: \_\_\_\_\_  
Date(s): \_\_\_\_\_ Objective(s): \_\_\_\_\_

### Performance Metrics

Total Visitors: \_\_\_\_\_ Total On-Site Sales: \_\_\_\_\_  
On-Site Meetings Attended: \_\_\_\_\_ On-Site Sales Revenue: \_\_\_\_\_  
Leads Generated: \_\_\_\_\_ Marketing Materials Distributed: \_\_\_\_\_  
Follow-Up Meetings Scheduled: \_\_\_\_\_

### Analysis

High-Traffic Times: \_\_\_\_\_  
Popular Products/Services: \_\_\_\_\_  
Common Visitor Questions: \_\_\_\_\_  
\_\_\_\_\_  
Feedback from Visitors: \_\_\_\_\_  
\_\_\_\_\_  
Competitor Strategies: \_\_\_\_\_  
\_\_\_\_\_

### Questions to Consider

- ▷ How would you rate the overall success of the trade show?  
\_\_\_\_\_
- ▷ Did you experience any technical issues during the show?  
\_\_\_\_\_
- ▷ Were there any issues with damaged, delayed, or missing items?  
\_\_\_\_\_

▷ How effective was our booth in attracting visitors?

---

▷ Were visitors engaging in desired behaviors, such as talking to booth staff, interacting with product displays, attending product presentations or demonstrations, or participating in giveaways or raffles?

---

▷ How effective was our booth layout in encouraging desired visitor behavior?

---

▷ How effective was our booth layout in supporting staff needs?

---

▷ How well-prepared was our staff for this event?

---

▷ How would you rate the quality of the leads generated?

---

▷ How would you rate the effectiveness of our marketing materials?

---

▷ What other roadblocks did you encounter?

---

▷ What else could be improved for future events?

---

## Action Items

Follow up with leads

Schedule post-show lead/customer meetings

Send thank you letters to customers

Optimize your trade show strategy for the next event

---

Notes: \_\_\_\_\_

---

---

---

---

---