

# EVENT CAMPAIGN TIMELINE

Exhibiting can seem daunting, so here's a helpful timeline of things to do in the run-up to the event.



# ROAR

B2B

## MARKETING

### URGENT

As soon as you complete the My Profile section of the Ezone, you'll be advertised on our website. This is the most effective way to promote your presence at the show, as it is seen by every visitor, pre-registered delegate and the general public.

### 11 WEEKS TO GO - SOCIAL MEDIA

Give yourself plenty of time to effectively market your presence at the event. Your marketing should be focused on social media at this stage.

### 9 WEEKS TO GO - EMAIL MARKETING

Emails are proven to be one of the most effective marketing channels in advance of the event. The Ezone has banners and press releases for you to use in your emails. It's too early for direct invitations; the aim is to raise awareness of the show. Potential clients will then register to see you.

### 6 WEEKS TO GO - PLANNING

The event open days will be hectic, so create an overall project plan in advance. What do you want to gain from the two days? Are you looking for closed deals or prospects? Raising brand awareness or a product launch? Set measurable objectives for the show to ensure you use your time efficiently. This is the time to devise a grading system for new leads to streamline your post-show activity.

### 5 WEEKS TO GO - EVITES (EMAIL INVITES)

Extend your email campaign to promote what you are doing at the event, explaining what potential delegates will gain from visiting your stand. You should make try and make these personalised to your prospects.

### 2 WEEKS TO GO - EVENT OFFERS

Continue your email campaign, with special event offers and promotions to encourage your hottest prospects to attend.

## OPERATIONS

### URGENT

We will send out updates and reminders about the event via email, but access to all the information, deadlines and resources is via the Ezone, so it's essential all relevant marketing staff have access to the Ezone, or you may miss out on valuable marketing. Add new staff to the Manage Contacts section of the Ezone.

### 10 WEEKS TO GO - SHOW GUIDE

Publishing the digital show guide takes time so to ensure your content is included, please send it to us before the submission deadline.

### 8 WEEKS TO GO - ORDER FORMS & FAQs

Added extras for your stand, such as electrics and furniture, need to be ordered from the venue using the forms on the Ezone. Simply complete the forms and the earlier you do this, the earlier we can ensure everything is available for you. The portal has loads of information answering the most frequently asked questions about exhibiting. Getting to grips with this information now will save a lot of time on calls and emails later.

### 4 WEEKS TO GO - NAME BADGES

Complete the Name Badges on the Ezone as these are a requirement of attending the event. They make you easily identifiable to visitors and are great for networking, because using someone's name makes any interaction more personal and could mean more leads! Work out your staffing requirements for the event, including executive managers for talking to decision makers, and technical staff to answer enquiries.

### 1 DAY TO GO - BUILD-UP DAY

Set up your stand the day before the event so that you are ready for the audience. The dedicated build-up day gives you time to resolve any problems or issues so that you are ready to do business when the doors open to the public.

TIMELINE