



TRADE SHOW & CONFERENCE NETWORKING PLANNER

Overview:

Attending trade shows and conferences is a great way to develop stronger relationships, gain exposure, sell products and services and gain deeper industry insights. To take full advantage of what a trade show or conference can offer, advance planning is important. Below is a worksheet that can help maximize your time and investment at such events.

EVENT: _____ **DATE:** _____

PURPOSE: _____

Relationships:

Between hours standing at a booth, sitting in a professional development session, sharing a meal, or even sharing a cab ride, we have plenty of ways to get closer to network and develop relationships. When thinking about developing closer industry/media relationships, consider these questions: Who will be at this trade show/conference that you have not yet met that you need to or would like to meet? Who have you met but want to get to know better? Who do you need to talk to regarding work you're doing? Make a note of whom you want/need to meet and why and what you want them to know.

NAME/REASON/MESSAGE

1. _____
2. _____
3. _____
4. _____
5. _____

Industry and Competitor Knowledge:

Demonstrating knowledge of your industry and niche brings credibility. Note some hot topics, trends or other information that you may want to gather/discuss with people you meet:

1. _____
2. _____
3. _____
4. _____
5. _____

Key Messages:

When you do engage in a conversation, it is important to be prepared with your key messages you wish to get across about your organization. What issue/topic do you want to address? Why should they care? What do you want them to do?

WHAT/WHY/DO

- 1. _____
- 2. _____
- 3. _____
- 4. _____
- 5. _____

Media Relationships:

Trade shows and conferences provide a great opportunity to get closer with the media. Meeting a media contact provides an opportunity to: Learn more about each media rep on a personal level; their outlet/publication (their deadline, editorial focus, new staff members, etc.); industry “scoop” and players; their view of your niche and others in this space; and so much more! What media do you want to make a point to connect with at your event? How might you connect with them? What is the desired key takeaway?

MEDIA: WHO/HOW/TAKEAWAY

Business Development:

At the trade show or conference, it’s likely that you’ll meet many people who could be potential clients/ customers/partners. While you’re walking the floor, you’ll also see many exhibitors that could be business prospects. In fact, there are probably many companies you already know about from your trade publication reading that would be a good fit. What are the companies you’d like to explore as potential new business prospects? Remember to get a business card or the name, title and phone number of the person in charge of marketing and/or PR.

PROSPECTS

- 1. _____ 5. _____
- 2. _____ 6. _____
- 3. _____ 7. _____
- 4. _____ 8. _____

