

THE ZEMBR
FOLLOW-ALONG
GUIDE TO

ROCKING YOUR EVENT!



ZEMBR.
assist. execute. manage.

EVENT:

LOCATION:

DATE:

ATTENDEES:

Preparation is key to ensuring a successful event! Be an organisation superstar when it comes to the logistics, marketing campaign and goal setting for your next event.

What is your budget for this event?

What is the theme or product your event promotion will focus on?

Set measurable goals for the number of leads and customers you'd like to win at this event.

Create your pre-event content strategy! Here's some ideas to start you thinking:

- * Theme everything to create buzz
- * Advertise your booth on social media
- * Prepare/print collateral you'll need
- * Hand out unique give-aways to get people talking

Build your booth! Think about:

- * Optimising your location/layout (an open & inviting floorplan is best)
- * Offering photo opportunities
- * Including interactive elements
- * Does your booth meet event guidelines

Create your lead generation strategy!
Consider:

- * Booking meetings with key attendees ahead of time
- * Ensuring you're capturing leads at multiple touchpoints
- * Personalising presentations to key contacts (especially those you can book meetings in advance)

Make travel & accommodation plans for all company attendees

Download & utilise the official event app

Create an 'EVENT TOOLKIT' - some suggested inclusions are:

- * Marketing collateral/giveaways, etc
- * Pens, markers, scissors, tape, bluetac, stapler, paperclips
- * Extension leads, cleaning products, batteries, chargers
- * Basic toolkit and first aid kit
- * Contact information/emergency contacts for all company attendees
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