

Event Strategy Template.



Build your event strategy with this step-by-step guide crafted by leading event experts.

Why you need an event strategy

Having a solid event strategy is key to pulling off a successful event or exhibition appearance. It's like the blueprint for everything you do—helping you stay focused and ensuring all parts of the event line up with your big-picture goals. Whether you're aiming to boost brand awareness, generate leads, or create networking opportunities, a clear strategy helps you nail down your purpose.

First off, a good event strategy makes planning a breeze. By setting specific goals and figuring out what success looks like (through key performance indicators, or KPIs), you can make smarter choices about what events to exhibit at, what to include, and how to attract your ideal customers. This kind of planning reduces risks and makes the most of your resources, so every dollar of your budget spent counts toward your event's success.

Plus, a strategic approach helps everyone on your team stay on the same page. With clear goals and guidelines, it's easier to assign tasks and make sure everyone knows their role.

And let's not forget about measuring success. With pre-set metrics, you can see how well your event met its goals and gather insights for next time. This ongoing cycle of review and improvement helps you adapt to new trends and audience needs.

In short, an event strategy isn't just about planning—it's about turning a regular event into a powerful tool for growth and success.



How to use this resource

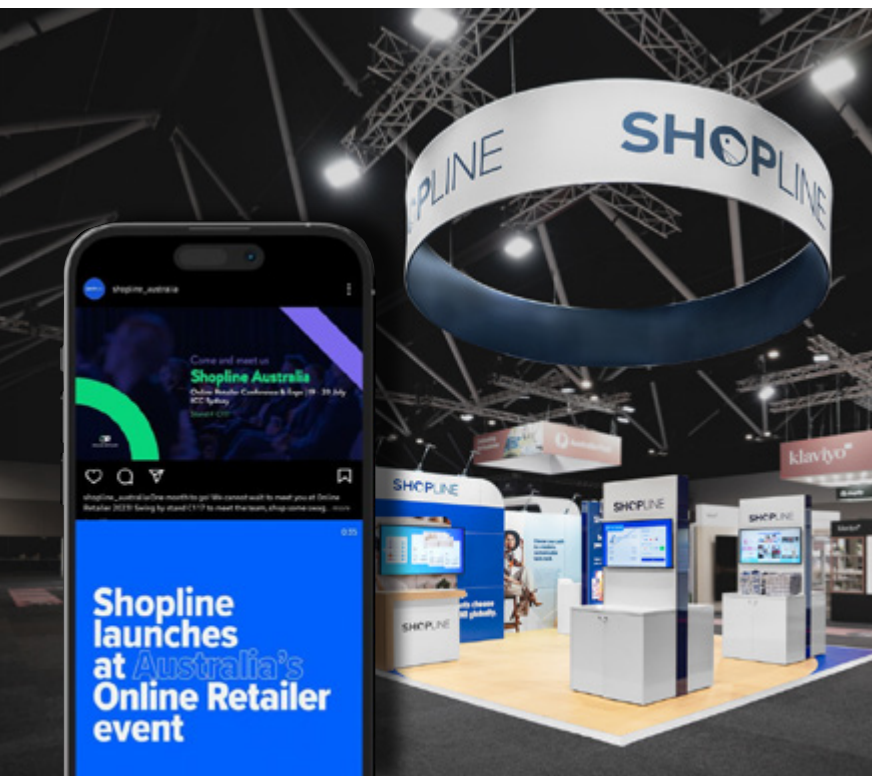
At Expo Centric, we know what it takes to nail an event strategy. It's the first and most important step in planning any event. Without a solid strategy, you might struggle to figure out your goals for hosting or exhibiting.

That's why our top experts have put together this super helpful event strategy resource. It's all about helping you craft a purpose-driven strategy that can really drive growth and make a big difference!

Inside, you'll find questions and space to jot down your thoughts, along with prompts to spark your ideas. Just follow our straightforward template, and you'll end up with a strong, adaptable strategy that sets you up for a successful event.

Happy strategising!

- The Expo Centric Team



The Event

Company Name		
Event Name		
Date of Event		
Event Location		
Event Website		
Exhibition Stand Location Number		
Stand Size		
Exhibition Contact	Name:	
	Email:	
	Phone:	

Key Company Contacts

Event Planner	List those in charge of event planning (e.g.- Marketing Manager, Events Manager etc.)
Event Team	List all staff members who will be representing your company at the event.
Staff Attending the Event	Create a list of all staff who should get a "save the date" for the event. Think about who would gain the most from attending and why—like directors and managers who need to stay updated on competitors, or sales staff who could benefit from seeing your product in the market context.

Your Objectives

What is your company's mission and vision?

Your mission statement should briefly describe your brand's purpose, including its goals, objectives, and how you plan to achieve them. Meanwhile, your brand vision should outline your long-term aspirations.

What is your USP?

Your company's unique selling proposition (USP) is what sets you apart from the competition. It highlights the unique benefits of your company, service, product, or brand. Think about why clients should choose you over others.

What is your industry reputation?

Think about the keywords or phrases that people might associate with your brand. A company's reputation is how the public perceives it and its operations, including opinions on its products or services and how it treats employees. This reputation can be either positive or negative and can change over time.

What is your primary objective for the event?

Identify the key goals for hosting this event or participating in the exhibition. For example, are you aiming for brand awareness, generating new sales, inspiring, or educating attendees, gathering leads, networking, launching a product, celebrating, changing perceptions about the brand, or resetting the brand image?

What is your secondary objective of the event?

Include any additional goals, such as conducting market research, analysing competitors, or exploring partnership opportunities.

What do you want people to think of your brand?

How do you want people to perceive your brand? What do you hope they will say, do, or think about it?

Your Competition

Who are your primary competitors?

Identify your primary competitors—those who target the same audience, offer similar products, and use comparable strategies.

Which competitors will be exhibiting at the show?

Check the exhibition's website and look through the list of exhibitors to find out. You can also use this section to note any events your competitors have hosted.

Where are your competitors located on the exhibition floorplan and what are the potential pros and cons of each space in comparison to yours?

Competitor Name	Stand Location No:	Location Pros:	Location Cons:
Competitor 1	##	Front Entry Location	Wall on right side of stand

What competitors will not be exhibiting at the show?

Knowing this can help you decide which products to highlight and might present an opportunity to fill any gaps they leave.

What are the potential products/ services your competitors will be exhibiting?

Competitor Name	Product/Service they will exhibit:
Competitor 1	Have your competitors recently launched a new product or service? Have they adopted new technology to benefit their customers? List these updates for each competitor.

What are the potential objectives of your competitors exhibiting at the show?

Describe why your competitors might be exhibiting (e.g., to assert market dominance, relaunch their brand, etc.). Their goals could be similar to your objectives for the show.

Your Customer



Describe the key characteristics of the audience you want to attract:

Occupation	Age	Gender	Company Size	Industry	Location	Budget

Identify what your key audience is looking for and how your offerings align with their needs.

Occupation	Pain Points	Preferences	Suitable Product/ Offering	Benefits Provided	Barriers to Purchase

Identify current customers who may attend or benefit from attending the event:

Company Name	Contact Name/s	Current Product/s	Potential Product/Offering	Benefits your product can Provide them	Barriers to Purchase

What are the main barriers your audience would face in attending the show? And how can you provide solutions?

What are the main obstacles your audience might face in attending the show? Think about factors like costs, travel distance, visas, and family responsibilities. How can you address these barriers? For example, you could offer tickets to top clients or create and share video content of the talks for those who can't make it.

Identify people you may want to connect with before, during, or after the event.

Company Name	Contact Name/s	When to Connect?	Where to Connect?	Reason to Connect?	Who from your organisation will they meet with?
		Before show, during show or after show	Try to pick meeting spots that are convenient and not too crowded		

The Event Strategy

What do you want to achieve from the event?

Are you aiming for ROI, building relationships, inspiring, or educating attendees, increasing brand awareness, celebrating, launching a new product, or resetting your brand?

What products/services will you be showcasing?

Review your previous answers and take into account what your competitors will be presenting. Identify any gaps or opportunities that could set you apart.

What are the main opportunities for growth?

Provide the key opportunities for growth taking into account clients, potential opportunities, and overall growth prospects.

What do you want to achieve in the next year?

List your goals for the coming year. Consider aspects such as your team, upcoming events, leadership, industry presence, and ROI, among others.

What are the key KPIs for both the company and the event?

Focus on metrics such as pipeline, NPS, event count, attendee numbers, growth, partnerships, and community engagement. Additionally, think about the actions you want your audience to take after interacting with your brand and how you will collect, manage, analyse, and utilise the data.

What is your primary barrier to running a purpose-driven event?

Consider all obstacles such as budget, alignment, and team dynamics.

Your Strategy in Action

Now that you have a clear picture of the why, what, when, where and how of the event, it's time to put your strategy into motion.

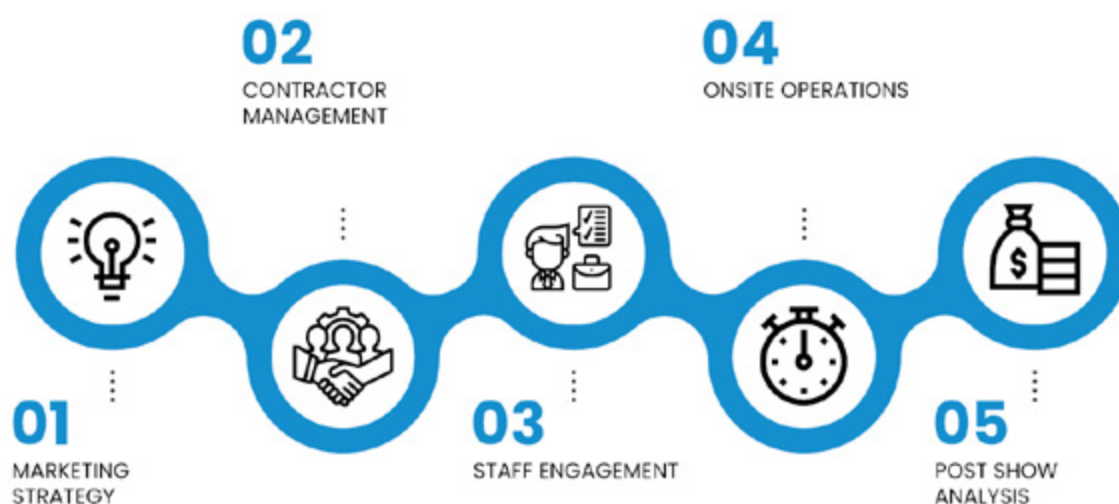
When it comes to event planning, time is of the essence and it's important to act on tasks in a timely manner to ensure you are ready for the event. This means prioritising the tasks that may have the longest lead times.

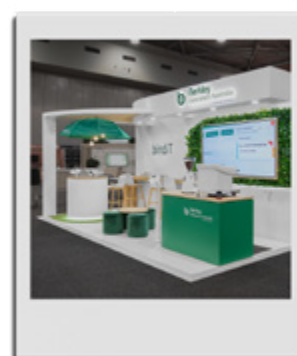
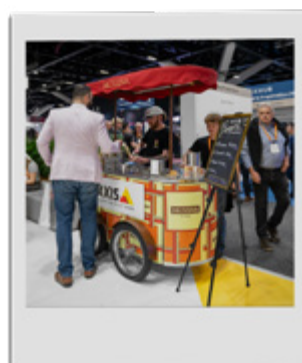
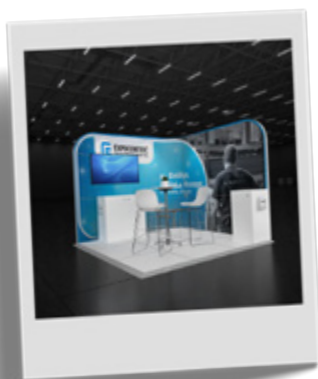
Following a structured plan will assist you in exhibiting effectively and ensuring all components of your strategy and plan are in place for an effective show.

The next page acts as a guide to the actions you should be taking and how much in advance you should be doing these tasks prior to the event.

Please note: This is a preliminary guide, and the time required to organise items may vary based on the specifics and scale of your event.

EVENT STRATEGY TIMELINE





6-12 Months	2-6 Months	0-4 Weeks	1 day & Post Show
Engage an Exhibition Stand Builder like Expo Centric	Registration Launch	Final Push communications	Show Highlights, Media
Complete Exhibition Stand Brief for stand build	Content and Speakers Agenda (If applicable)	Confirm client meetings/ appointments	Post Show Thank you and Communications
Develop & Print Marketing Materials for show (Brochures, flyers, business cards etc.)	Invitations and pre-show communications	Organise bump in and team instructions	Event Debrief & Team Feedback
Order show merchandise / corporate branded gifts	Main marketing push and event build-up	Plan photography/ video assets to be taken at the show	Post Show Surveys
If your stand includes product models/ installations - factor in the build process and time.	Organise exhibition show team	Organise show staff refreshments & lunch orders	Enable post show client and lead follow up strategy
Organise speakers	Organise Uniforms for show staff		Post show reporting on KPI's and objectives
Organise sponsorship opportunities (if applicable)	Organise client meetings (before, during or after show)		
Organise event vendors (if applicable) i.e. - coffee cart, ice cream cart etc.	Lead Capture- organise lead scanners, capture forms etc.		
	Organise show entertainment and activities (i.e.- competitions, prize giveaways etc.)		
	Post-Show Communications and follow-up strategy		

An award-winning agency delivering high quality events and activations for over 15 years.

Expo Centric is an experienced custom exhibition stand builder providing full service in-house exhibition stand design and building and installation services to clients from a range of industries including government, agencies and multi-national corporations.

> What makes us different?



Exhibition Stand Design



Marketing & Strategy



Creative Services



Project Management



Manufacturing & Fabrication



AV/Technology



Installation & Dismantle



Logistics

Over 40 of Australia's best brands have turned to Expo Centric.

Laminex

PACCAR

VOLVO

Kawasaki

Allianz

Canon

Panasonic

OLYMPUS

INPEX

Dior

babcock

AUSTAL

Norton
by Symantec

Boehringer
Ingelheim

Mercedes-Benz

TESLA

LA TROBE
UNIVERSITY

WESTERN SYDNEY
UNIVERSITY

Tabcorp

SONY

waterpik

gsk

BIESSE

SINGAPORE
AIRLINES



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