

Exhibition Planning Checklist: Our 10 simple steps to success



Define Clear Objectives

Think carefully about what you're aiming to achieve. Are you hoping to position your company as an industry leader or showcase innovations?

Budgeting

Understand your costs, including venue hire, catering, AV, marketing, materials, staffing, security and insurance, and then you can determine the pricing to maximise your ROI.

Venue Selection

Location and nearby transport links, capacity, accessibility, branding opportunities, and environment are all priorities to consider in your decision making.

Layout

When designing your floorplan, consider how best to utilise the available space for a smooth flow of traffic and key areas for networking and breakout sessions.

Programming

Ensure your venue has enough breakout spaces to accommodate a full and varied programme with something of interest and relevance for anyone in the industry.

Marketing

Promotion should begin as early as possible with a strong marketing plan for online and offline channels, plus strategic partnerships, which will cover all aspects of promotion.

Logistics

You will likely need dedicated teams to manage guest registration, wayfinding, security, deliveries, building, customer service and flexibility to adapt to any setbacks.

Health & Safety

Legal and H&S compliance in event management is paramount. Obtain any necessary licenses or permits and conduct a comprehensive risk assessment with your safety officer.

Engagement

Offer attendees different ways to participate in your event. The variety of networking and educational opportunities you provide are hugely important for the delegate experience.

Evaluation

Review metrics such as attendance figures, lead generation, performance against budget and visitor/exhibitor feedback to inform future planning.

To learn more about the event spaces at the Congress Centre, you can contact our sales team. You can reach them at 020 7467 1318 or email congress.centre@tuc.org.uk.