

Professional assessment of your trade fair presentation

The assessment ratings will be based on the Lickert scale of 1 (very good) to 10 (very poor).

Graphs will also be included to aid understanding.

The results will be documented in writing, evaluated and forwarded to you in a folder within three weeks. The contents of the folder address the impression your company made on visitors, the strengths and weaknesses of your presentation, and suggestions as to how you can boost the success of trade fair presentations in the future.

The following aspects will be taken into account:

Impressions of the stand

Aspects include impressions of the stand, the atmosphere, the furnishings and the expressiveness of the stand

- Overall impression of the atmosphere (for discussions)
- Is the stand inviting?
- Is the stand easily accessible?
- Is the stand clearly laid out? Are the exhibits recognisable?
- Is there an eye-catching feature that draws visitors to the stand?
- Is the exhibitor clearly identifiable at first glance?
- Are visitors offered anything (e.g. something to drink)?
- Brochures: Clear presentation? Are brochures offered? Is the quantity sufficient? Can brochures be sent out on request?

Impressions of the stand staff

The assessment takes into account staff members, their behaviour, their sales skills and communication

- Appearance, manner
- Visible name tags?
- Are visitors actively approached?
- How long does it take for visitors to be approached?
- How are conversations begun?
- Are business cards exchanged? Is a business card offered? Is an address asked for?
- Conversation: Are the visitor's wishes responded to?
- How do the stand staff members present and represent themselves and their company?
- Do the staff members tend to be active or passive?
- How long does the conversation take?
- How does the conversation end?
- How do staff members behave who are not currently in discussions?

Optional

Additional services, e.g. personal preliminary discussion of the trade fair presentation, monitoring of trade fair follow-up work, assessment of competitors

- Detailed preliminary discussion of trade fair success monitoring
- Impressions of trade fair follow-up activities:
 - Are contacts followed up?
 - If so, how long after the trade fair?
 - Are promises kept?
 - Is promised material sent out?
- Assessment of a competitor's trade fair presentation