

Exhibition Review Checklist

Summer Reset Edition

Review your goals

- ☐ What were your objectives for each exhibition?
- ☐ Did you aim to generate leads, build brand awareness, or launch a product?
- ☐ Were your goals clearly communicated to your team?

Evaluate outcomes

- ☐ Did you meet your KPIs (leads, conversions, engagement)?
- ☐ What was the quality of the leads generated?
- ☐ Did the event meet your expectations?

Assess branding and engagement

- ☐ Was your exhibition branding consistent and eye-catching?
- ☐ Did your stand attract footfall and encourage interaction?
- ☐ Was your content (e.g. screen visuals) ready and effective?
- ☐ Did your team have a clear engagement strategy?

Review logistics and stand effectiveness

- ☐ Was your stand layout functional and inviting?
- ☐ Were storage and cable management planned effectively?
- ☐ Did any last-minute changes affect the stands performance?
- ☐ Were sustainable materials and practices used where possible?

Plan for the next event

- ☐ What events are you targeting in Q4 2025 or early 2026?
- ☐ Have you allocated 4-6 months for planning and design?
- ☐ Are there new technologies or campaigns to explore?
- ☐ Have you reviewed Be Exhibitions YouTube series for planning tips?



Visit Be Exhibitions on YouTube for our Exhibition Timeline and Planning Series. Packed with expert tips to help you plan smarter and exhibit better.

Follow us



Discover more at beexhibitions.co.uk

