



# Tradeshow Performance Assessment

COMPANY NAME:

EVENT NAME:

Score: /25

1

## BUSINESS GOALS

Before planning begins, define the outcomes that matter most. Every decision that follows should trace back to this answer. If your objective is pipeline growth, you'll design a very different experience than if your objective is customer retention or partner enablement.

*How clearly are your trade show objectives tied to business outcomes?*

Score: /5

2

## STAKEHOLDER ALIGNMENT

One of the biggest reasons trade shows underperform isn't poor execution, it's competing priorities. Marketing wants awareness. Sales wants pipeline. Customer Success wants retention. Leadership wants visibility. Pick 1-2 key stakeholders to design for. If you try to design for all, attendees receive a fragmented experience.

*How aligned are internal teams around success criteria?*

Score: /5

3

## EXPERIENCE DESIGN

Don't start with "What should attendees see?" Start with "What experience needs to exist for the desired outcome to happen?" Consider how the environment guides interaction, how content and storytelling build understanding, and how each touchpoint moves attendees toward the next step.

*How intentionally is your experience designed to influence attendee behavior?*

Score: /5

4

## ATTENDEE BEHAVIOR

A successful trade show experience doesn't just capture attention, it creates momentum. What conversations should happen? How are we strengthening our customer relationships? What next step should attendees take? The right behaviors turn engagement into measurable business impact.

*How clearly have you defined the behaviors you want to encourage?*

Score: /5

5

## COMMERCIAL OUTCOMES

Measuring trade show success doesn't end on the show floor. Track and accurately attribute relationship growth, pipeline impact, and business performance post event. A successful trade show isn't defined by what happens on the floor. It's defined by what happens because of it.

*How effectively are you connecting event activity to business impact?*

Score: /5