

Planning Worksheet for Online Events

This *Planning Worksheet* will help you to identify and prioritize your Online goals. Please review it and try to answer as many of the questions as you can. If you would like help on how best to complete this worksheet or the significance of the questions, please call one of our experienced online experts at 410-884-9506.

1. What are current goals for your LIVE Conferences and Trade Shows?

2. What are your goals for the ONLINE versions of these events?

a) Improving Productivity

Data Entry Mailing Confirmation Communicating with Attendees/Exhibitors Other: _____

b) Cost Saving

Printing Postage Labor Other: _____

c) Generating Additional Revenue

Online Sales Space Sales E-commerce Online Tapes/CD Sales Memberships Other: _____

d) Increasing Visibility with

Members Potential Members Press Other: _____

e) Improving Customer Services to Attendees & Exhibitors

Timely Info Convenience Prompt Response Other: _____

f) Other Goals, Information, and Comments: _____

3. What is the profile of your members, and your exhibitors?

Note: according to recent surveys, younger audiences tend to be more comfortable with using online services. And women tend to prefer simpler sites with less animation and special effects than men. Awareness of these tendencies can help you to design a more effective and successful online conference, trade show and experience for any audience:

		21-35	36-50	51-65	65-plus
Percentage of Audience:	_____ % Female	Age Range: <input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
	_____ % Male	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Other:	_____				

4. **What are the dates of your show?** From _____ to _____

5. **Location of the Show:** _____

6. **How many Attendees?** _____

7. **How many Exhibitors?** _____

8. **What is the scope and reach of your trade show?** Local Regional National Global

9. **Estimate what percentages of your attendees or exhibitors are familiar/comfortable with e-mail and/or using the Internet.**

	0-40%	40-60%	60-80%	80-100%
Attendees	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Exhibitors	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

10. **Will your attendees and exhibitors find value in a year around online trade show?**

Not much Some Moderate Significant

11. When do you mail out you initial and follow-up, show announcements to attendees and space solicitations to exhibitors?

	Attendees		Exhibitor	
	Initial	Follow-up	Initial	Follow-up
10 or more months before	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
8 to 9 months before	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
7 to 6 months before	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
5 to 4 months before	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
3 months before	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
2 months before	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
1 month before	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

12. Estimate your annual budget for design, production and mailing of the above announcements and solicitations.

	Announcements		Solicitations	
	Initial	Follow-up	Initial	Follow-up
Design	\$ _____	\$ _____	\$ _____	\$ _____
Printing	\$ _____	\$ _____	\$ _____	\$ _____
Postage	\$ _____	\$ _____	\$ _____	\$ _____

13. Following is a list of some of the common features and information that are requested for most online trade shows. Depending upon your industry, you might not need or want all of these for your online trade show; or you might want additional components or features. Check the features below that you think your management, attendees and exhibitors will want:

- General conference and show information
- Schedule of events (at least tentative)
- Registration form for attendees
- Travel information; hyperlinks and phone numbers of the travel agent(s) or airline(s), car rental company, shuttle service(s), etc., if applicable
- Hotel information, including hotel reservation form or housing form, web address of the hotel(s), etc.
- Host city information, including hyperlinks and phone numbers to the visitor bureau, restaurants, local attractions, etc.
- Trade show floor plan
- List of exhibitors (with the booth numbers wherever applicable)
- Exhibitor kit
- Online payment
- Other: _____

For further insight and help, you can experience an online demo by visiting our website (www.a2zShow.com). See for yourself the extraordinary power of this versatile management and marketing tool. For further reinforcement, please invite your webmaster and technology staff to take a2zShow for a test drive. And of course, you can call one of our experienced online experts at (410) 884-9506.