

**Worksheet follow-up**

	What	Who?
<b>Customers and interested parties who visited the stand:</b>		
Thanks for the visit		
Mailing of promised documents and offers		
Targeted processing of focal points of discussions as seen on the recording sheets		
Other agreed appointments		
Assignment of contact intensification to the relevant member of staff or sales force.		
<b>Customer and interested parties who did not visit the stand:</b>		
Information about new products and further developments		
Subsequent telephone or written contact		
<b>Journalists who visited the stand:</b>		
Thank you message for the visit		
Trade fair final report with photo		
<b>Journalists who did not visited the stand</b>		
Mailing of complete press folder		
Trade fair final report with photo		

**Source:** brochure „Successful Participation in Trade Fairs“  
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