


Scheduling / workflow planning for trade fair participation

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Months until the start of the trade fair



12-9

1. Decision-making phase


- ▶ **Compilation of the company data**
 - ▶ Information on the company philosophy, history, tradition
 - ▶ Information on corporate identity
 - ▶ Information on position on the market
 - ▶ Information on developments and innovations
 - ▶ Corporate, marketing and sales goals
- ▶ **Selection of the trade fair**
 - ▶ Comparison of different trade fairs on the market
 - ▶ Obtaining information about AUMA, associations, chambers, etc.
 - ▶ Possibly visit the trade fairs for orientation
 - ▶ **Selection of the right trade fair** according to visitor structure and nomenclature
- ▶ **Concept design and registration**
- ▶ **Development of the rough concept (for determining the stand size)**
 - ▶ Determination of the trade fair objectives
 - ▶ Planning of the main themes and exhibits
 - ▶ Planning of the space required for visitor services
- ▶ **Coordination of general planning at the company**
- ▶ **Decision to take part in the trade fair**
- ▶ **Determination of responsibilities / trade fair team**
- ▶ **Registration of participation at the trade fair with the organiser**
(please be sure to observe the registration deadline for the trade fair)
 - ▶ Request and fill in the registration documents
 - ▶ Define stand size and type



9-8

2. Planning phase

- ▶ **Scheduling and workflow control planning**
- ▶ **Budget planning / cost calculation**
- ▶ **Personnel deployment planning**
 - ▶ Selection of stand personnel
 - ▶ Booking of hotel rooms
 - ▶ Travel planning



8-5

3. Organisation phase

- ▶ **Registration of the stand services with the organiser (according to the schedule)**
 - ▶ Electricity, water, compressed air, IT
 - ▶ Fair information systems, catalogue entry
- ▶ **Selection, briefing and commissioning of service providers**
 - ▶ Stand construction, model construction, graphics, transport, catering, give-aways, etc.
- ▶ **Exhibits**
 - ▶ Determination and production of exhibits and models
- ▶ **Transport planning**
 - ▶ Commissioning of carrier services
 - ▶ Ordering of lifting equipment on site
- ▶ **Design and printing of the information and brochure material**
- ▶ **Layout and production of the stand graphics**

Source: brochure „Successful Participation in Trade Fairs“
AUMA, version 2023
download free of cost <https://www.auma.de/en>

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