

# Expo & Event PLANNING GUIDE

This planning guide is here to help you plan a stress free expo or event!

Included in this guide is...

1. Pre-event checklist
2. At-event checklist
3. How to set up your stall
4. How to capture photos and video

## BEFORE THE EXPO/EVENT

### 2-3 months prior (the earlier the better!)

Sign up for the expo and decide what your goals and objectives are:

- Are you attracting participants or employees?
- Are there any services that need to be prioritised for advertising?
- Do you want to collect information for potential participants/employees so you can contact them later?

Inform the MarComms team of the expo and your goals/objectives so they can help you to prepare and advertise.

Order merchandise and print collateral that align with your goals and objectives.

Locate or order pull-up banners, marquees, signage, etc. Check your event gear for any marks or stains that need to be removed before the event.

We recommend having a tablecloth, pull up banner and/or photo wall to stand out and grab people's attention.

## 1 month prior

Decide who will attend the expo and create a roster.

Decide how you will collect information for leads (form on laptop or tablet, written form, etc).

Organise how your gear and merchandise will be transported to the event.

## 1 week prior

Double check all your materials and team members are organised.

Prepare any goody bags or extra items for the stall like brochure and flyer holders or decorative bowls/containers for smaller merch items.

Print off plenty of [Consent forms for the release of an image or recording](#).

# AT THE EXPO/EVENT

## Set up your stand.

- Make sure signage can be seen by people walking past; place pull-up banners beside the table/s and avoid standing in front of them.
- Display merchandise and print materials neatly on the table. If you've created goody bags, display what's inside on the table to pique people's interest.
- We've included some examples on how you can set your stall up on the following pages.

## Take pics and videos.

- Try to get a range in portrait and landscape mode. We've included a guide to capturing content on the following pages.

# SETTING UP YOUR STALL

Presentation is everything!

Keep the stall neat and stocked. Purchasing brochure, flyer and/or booklet holders before the event are a great way to keep your print items neat while showing them off.

If possible, place pull up banners beside the table so they can be seen and read.





# CAPTURING CONTENT

- Make sure you have the consent of anyone in your photos or video and get them sign a consent form.
- Please be sure to give us the full name of the people in the photos or videos you take, then we can also tag them personally on LinkedIn if they consent. Remember that we don't always know the faces that go with names so overshare rather than under share.

## Ideas for content:



Travelling to the event.



Close ups of merch.



People interacting with stall (try to get the backs of heads and the faces of our team)

Team with expo/event signage and your stall.



Short videos showing off merch table, crowds, and team waving or saying hello at the stall.

Please send any photos or short video content to  
[MarComms@mercycommunity.org.au](mailto:MarComms@mercycommunity.org.au)