# Trade shows and booth activations

· about 12 minutes

Booth layout, staffing, lead capture, sales entertainment and measuring booth ROI.

## Before you start

The event you are applying this to (real or the running gala example):

Date · guests · budget envelope:

## Work through the objectives

### 1. Apply this lesson to your own event

## Apply it: three decisions for your event

| DECISION | WHAT YOU CHOSE AND WHY | OWNER / BY WHEN |
|---|---|---|
| | | |
| | | |
| | | |

## One line to remember