MODULE 11: REFERRALS, PARTNERSHIPS, REVIEWS AND PR

Your show and networking plan

Lesson: Networking, trade shows and wedding shows · about 15 minutes

Choose your rooms for the coming year and prepare to turn conversations into bookings.

Your business (name, service, main city):

1. List the shows, open houses and networking events available to you this year. Mark each as a sales channel or a network channel.

2. For one show, estimate the total cost, leads, close rate and cost per booking using your own numbers.

3. Write the one clear line for your booth: who you serve and what makes you different.

4. Adapt the six-step conversation script, including your two qualifying questions.

5. **Draft your 48-hour follow-up email for a hot lead and the consent wording for your sign-up form.**

Check: can you now

- Choose shows and networking events by audience fit and calculate the cost per booking of a booth
- Staff a booth or work a room with a short opening, qualifying questions and a lead capture method
- Run a 48-hour follow-up sequence that respects CASL consent and contest disclosure rules

One change you will make this week