

# Checklist tasks "Before the fair"

In person fair	
REGISTRATION/REGISTRATION	
<input type="checkbox"/>	Register trade fair participation
<input type="checkbox"/>	Make trade fair participation known in the network
<input type="checkbox"/>	Go through the list of other exhibitors
<input type="checkbox"/>	Review visitor list
<input type="checkbox"/>	Registering for competitions
REIMBURSEMENT OF PERSONAL PURCHASES	
<input type="checkbox"/>	One week before BELFAIR, this amount is deposited into the staff account. Divide this over the trainee accounts.
COMMERCIAL PREPARATION – DEFINE YOUR GOALS	
<input type="checkbox"/>	Full assortment or limited exhibition assortment?
<input type="checkbox"/>	Do we allow discounts? Which one? To whom?
<input type="checkbox"/>	How many orders are we aiming for?
<input type="checkbox"/>	How much turnover are we trying to achieve?
<input type="checkbox"/>	Internal competition: top seller?
<input type="checkbox"/>	Gain product knowledge and practice sales conversation.
ADMINISTRATIVE AND COMMUNICATIVE PREPARATION	
<input type="checkbox"/>	Create badges
<input type="checkbox"/>	Create Business Cards
<input type="checkbox"/>	Catalog Designs
<input type="checkbox"/>	Conceiving and developing a promo
<input type="checkbox"/>	Coming up with and developing a competition
<input type="checkbox"/>	Make appointments by phone in advance
<input type="checkbox"/>	Update webshop
<input type="checkbox"/>	Stock control
<input type="checkbox"/>	Setting up a cash register system for trade fairs (Trade Fair Point or Sale)
PAYMENT	
<input type="checkbox"/>	Immerse yourself in the operation of the means of payment used during a trade fair.
DESIGNING AN EXHIBITION STAND	
<input type="checkbox"/>	Design an inviting stand according to available space.
<input type="checkbox"/>	Collect promotional material (samples, samples, demos, etc.)
DIVISION	
<input type="checkbox"/>	Drawing up a division of tasks between purchase and sale
GAMES	
<input type="checkbox"/>	Elevator Pitch Preparation.

## Checklist tasks "During the fair"

In person fair	
<b>CUSTOMER CONTACT</b>	
<input type="checkbox"/>	Receiving customers
<input type="checkbox"/>	Making a sales call
<input type="checkbox"/>	Fill in the order form (digitally)
<input type="checkbox"/>	Go over completed order form
<input type="checkbox"/>	Register an order via Trade Fair POS
<input type="checkbox"/>	Smooth handling of the software and documents
<input type="checkbox"/>	Appear confident
<b>BEURSSTAND</b>	
<input type="checkbox"/>	Keep documents and other materials neatly within reach.
<input type="checkbox"/>	Keeping the stand tidy
<b>DIVISION</b>	
<input type="checkbox"/>	Strictly follow the division of tasks between purchase and sale
<b>GAMES</b>	
<input type="checkbox"/>	Participation in Elevator Pitch
<input type="checkbox"/>	Participation in Mystery Shopping
<input type="checkbox"/>	Participation in the Social Media Contest
<input type="checkbox"/>	Follow up on your own race

## Checklist tasks "After the fair"

In person fair	
FOLLOW-UP OF SALES FILES	
<input type="checkbox"/>	Sending sales documents
<input type="checkbox"/>	Follow-up payments
<input type="checkbox"/>	Bundle stock market sales with trade fair cards and submit them to Cofeba@cofep.be.
FOLLOW-UP OF PURCHASE FILES	
<input type="checkbox"/>	Follow-up and payment of purchase files
ANALYSES AND DECISIONS	
<input type="checkbox"/>	Analyze sales figures
<input type="checkbox"/>	Replenishing Inventory
<input type="checkbox"/>	Analysing performance: what went well/what needs to be improved
<input type="checkbox"/>	Drawing up an improvement plan
<input type="checkbox"/>	Storing equipment and taking inventory