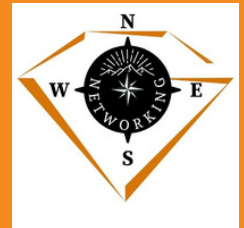


EXPO STRATEGY NAVIGATOR

How to Plan, Work, and Follow Up After a Business Expo



BEFORE THE EXPO – PLAN TO WIN

THE REAL GOAL OF AN EXPO

- Conversations
- Qualified Leads
- Referral Partners
- Follow-Up Meetings
- Opportunities

My #1 goal for this expo:

MY BOOTH MESSAGE

We help (Ideal Customers):

Solve (Their Problems):

So they can (Be better Off):

BOOTH IMPROVEMENT IDEAS

- Good (Professional) Signage
- Open Layout
- Appropriate Giveaway
- Strong Greeting
- Organized Handout
- Other: _____

PROMOTING BEFORE THE EXPO

- Email List
- LinkedIn/ Social Media
- Invite Clients
- Personal Outreach

My best promo idea:

DURING THE EXPO – EXECUTE THE PLAN

CONVERSATION STARTERS I CAN USE

What brings you here today?
What type of business are you in?
What are you hoping to find?
My favorite opener:

TOP 3 PEOPLE I WANT TO MEET

Customer Type

Referral Partner

Other Contacts



ABOUT THE PRESENTER

Tom Gosche- The Networking Navigator



Expo Scorecard (1-10)

Targeting _____

Booth Setup _____

Messaging _____

Energy _____

Lead Capture _____

Follow-Up _____

ROI _____

Lowest score = where I improve first.

Tom helps turn networking into a repeatable system for referrals, relationships, and revenue. Through his Navigator framework, he focuses on clarity, consistency, and measurable results—not just showing up to events.

After the Expo- Follow up!

LEAD NOTES TO CAPTURE

- Name
- Company
- Need
- Follow-Up Promise
- Personal Detail

SIMPLE TRUTH

The businesses that win expos don't always spend the most.

They prepare better.

They engage better.

They follow up better.

MY FOLLOW-UP PLAN (WITHIN 72 HOURS)

How will I follow up?

- Email
- Call
- LinkedIn
- Text
- Invite to Meet

My message opener:

NEXT STEPS I CAN OFFER

- Coffee Meeting
- Zoom Call
- Proposal
- Referral Exchange
- Site Visit

My most likely next step: