

8 Steps to

SOLVE YOUR EXHIBITING CHALLENGES

Review the below guide, and remember, you don't have to solve every challenge on your own. The Exhibitor Advocate is here to help.

Learn more at
EXHIBITORADVOCACY.COM

1 Define the Opportunity of Improvement



Why is change needed?
What will happen if the problem is not addressed?
What is the ideal outcome?

2 Decide Why a Resolution is Necessary



Does it benefit the entire exhibit community or is it self-serving?
How will the benefits be measured?
How will you get support?

3 Collect and Organize the Data



What information do you need in order to justify that the problem is worth solving?
What information do you need to better understand and get to the root cause of the problem?

4 Analyze the Data



What insights were gained from the data?
Is there any additional data/information needed?
Do you need to validate the findings with additional research?

5 Brainstorm Solutions



Identify 3-5 possible solutions.
Present possible solutions to key stake-holders and/or decision-makers.
Reach a consensus around one solution.

6 Execute



Build an action plan with key milestones, owners, due dates, etc.
Establish key metrics and track progress against them.

7 Communicate



Develop and execute a communication plan to create awareness and adoption of the solution.
Spread the word to the Exhibitor Advisory Group.

8 Evaluate



Analyze key metrics and feedback.
Identify opportunities for further improvement.
Create a plan for on-going continuous improvement.