

TOP TIPS TO GET YOUR EVENT ON THE ROAD.

Top tips on how to make a roadshow run seamlessly... Ensuring messages are delivered with impact no matter how many times you deliver it.

AUDIENCE

Consider group sizes for each event. Remember, the benefit of a roadshow is that you can have quality interactions with smaller groups of attendees.

OBJECTIVES

What do you want the roadshow to achieve? Think about what you want your audience to think, feel and do as a result of the event.



ENVIRONMENT

Pick the right style of venue to align with your corporate message but make sure that each venue has the same look and feel for a consistent experience.

SPACE

Ensuring the venue space works for your event is key. Look for rooms that flow and will make people feel comfortable; not confined.

CONTENT

Content isn't just about delivering a message... you have to think about the audience, how would they best receive information? What are the key messages?



ACCESSIBILITY

Look at venues which offer out of hours access with accessible loading bays, as often you'll only have short amounts of time to set up for each event.

RELEVANT

Some regions or audiences may need tailored content. Make sure that everyone is receiving the right message whilst still delivering the same experience.

AGENDA

Plan the agenda and content to your speakers' strengths, if they aren't confident presenting try using film to get across important messages with real impact.

FEEDBACK

Audience feedback is vital, and you should engage and encourage the audience to let you know how the day went and how they feel afterwards.



To Learn more about how to take your communications on the road, download our Roadshows guide at top-b.com/roadshow

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