

RESOURCES.

NEOSCREATIVE'S ONE-STOP-SHOP OF INFO.

From exhibition advice, briefing, budgeting, travelling, strategy, ideas, disaster avoidance; you need it, we got it.

1) PROJECT NAME:

VISITOR PERSONA

This worksheet aims to create an authentic, robust, and achievable idea of who your target visitor is for your exhibitions and events.

START WITH THE WHY?

Why are they attending the exhibition?
What kind of problems do these people face?
What makes their lives difficult?
What's their biggest challenge?

Why

WHAT ARE THERE GOALS?

What goals do they have?
What outcome are they looking for?
What could make their life easier?

Goals

WHO THEY ARE?

Age/location/gender/profession
Where do they go to collect information about similar products or related to their problems?
Typical traits of these people (risk takers or risk avoiders, tech-savvy or tech dummy)

Demographics

WHAT IS THERE EXPERENCES?

Where, when and how they use the product?
How do they currently access the information on your product?
What are they familiar with?

Experience

WHAT FRUSTRATIONS MIGHT THEY HAVE?

What fears do they have?
What could prevent them from using your product or service?
What are they worried about?

Frustrations

ADD AN IMAGE, ROLE AND A QUICK DESCRIPTION

Sample:
Newbie Natalie --
She is visiting the exhibition to see what's new as she is not 100% happy with her current integration provider. Also, this is an excellent opportunity to network and meet up with her fellow integration industry associates.

