

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:

DESIGN BRIEF

This worksheet will help you create a robust, clearly communicated design brief that can be used when working with any creative partner.

INSTRUCTIONS:

Use this document, to scribble, jot down, brainstorm and generally map out your all of your thoughts in regard to the following set of questions.

TIPS:

A starting point should be neither so broad that it could be anything, nor too specific that it narrows you down too early in the mapping.

WHO ARE YOU?

Please provide up to date details regarding your company, industry, position in marketplace (leader, established, safe, start-up, etc), key USP's and a general overview.

WHY ARE YOU EXHIBITING?

This is the key question, if clearly answered then all other design brief aspects fall into place.

The answer to this question should reflect the agreed corporate marketing strategy, combining big picture goals with specific business unit goals.

How are the goals currently being communicated?

What language/imagery is being used and is it working/resonating with the target audience?

Does the exhibition and visitor profile align with the target audience and the goals that need to be achieved?

Which visitors do you want to meet and what level of communication is required; overview, detailed or technical?

GOALS	LANGUAGE/IMAGERY
VISITOR PROFILE	TARGET

FREQUENT ANSWERS:



We always go to the show | Testing to see if it's worthwhile to exhibit | Launch new product/service | Maintain business contacts | Our competitors will be there | To make new business contacts | We have to be seen at the show | To support our largest client | To show support for the local economy | Because exhibiting is part of our integrated annual marketing strategy and coordinates directly with our print/online/telesales marketing approach //

2) SUCCESS:

DESIGN BRIEF

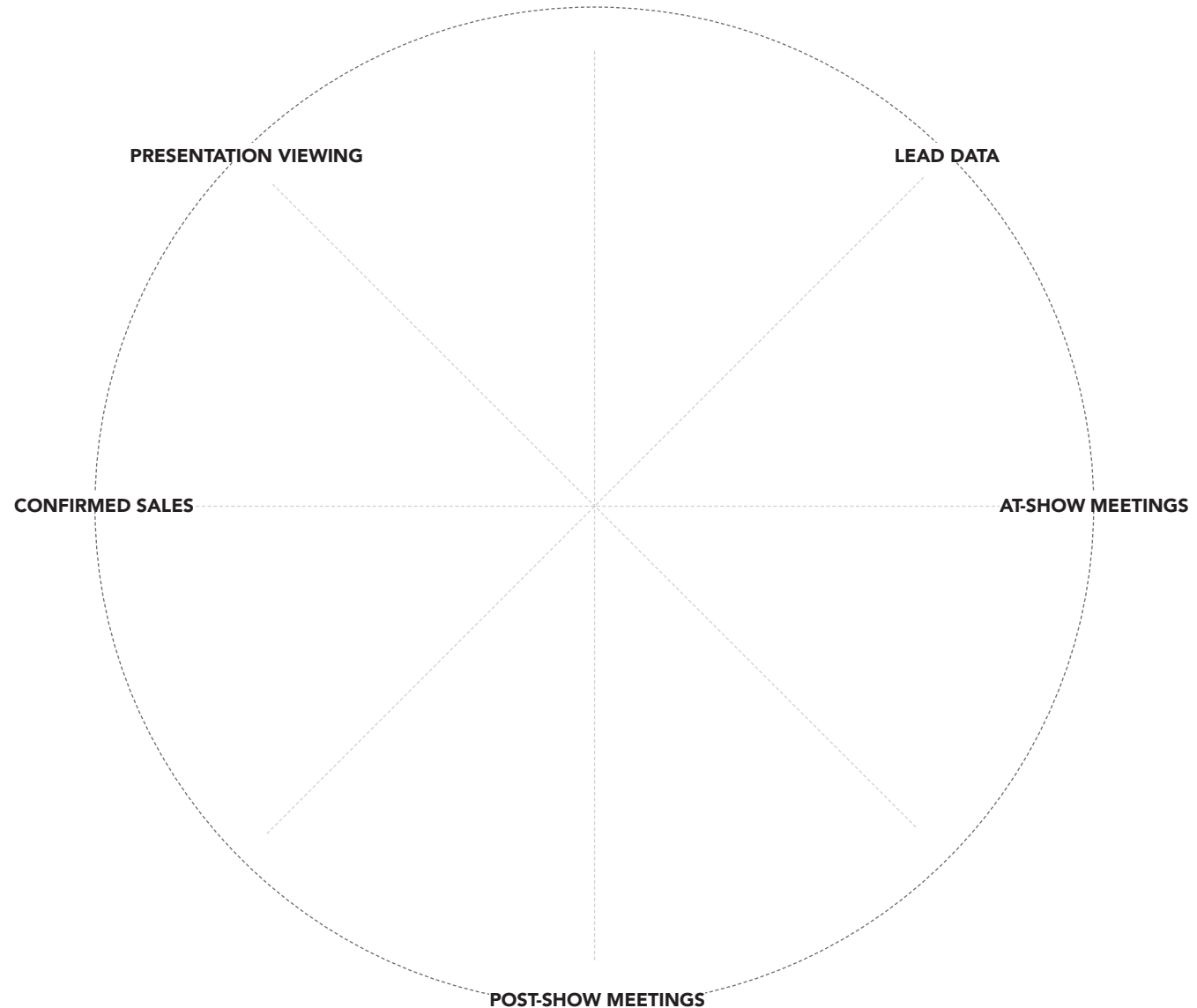
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WHAT DOES SUCCESS LOOK LIKE?

What does success look like?

Are there a key outcomes that mean that exhibiting has been worthwhile? Which aspects of exhibiting can be measured to gauge success against overall budget spend?

For example; collecting lead data, at show meetings, post show meeting arrangement, quantity of visitors watching presentation, confirmed sales of product/services or anything else?



3) THE PROJECT:

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PROJECT DEATILS:

(for all exhibitions in annual programme (guide sq mt will be fine if space not yet known)

Exhibition, dates and location

Size

Configuration

Exhibitor manual link and password (if required)

BUDGET GUIDELINES:

Please see our accompanying white paper on budget creation.

SUSTAINABILITY GOALS:

Please see our accompanying white paper on Sustainability.

EXHIBITING MARKETING:

Do you have a robust marketing plan for pre, at and post exhibition? If so, please share.

NEED HELP?

Alternatively, would you like NeosCreative to provide a marketing plan? If visitors are not invited, then they may not visit. Marketing your exhibit is as important as exhibiting.

EXISTING MARKETING:

Is there any content that NeosCreative could help with and/or provide?

4) THE SPACE:

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PROJECT DETAILS:

Products/services to be displayed

.....

.....

Specific graphic requirements – is there an existing graphic or two that has to be incorporated:

.....

.....

"MUST HAVES":

Must haves" or "Really cannot do without" – Please consider carefully, do these "must haves" align with why you are exhibiting, are they helping you achieve exhibiting success?

- ☐ Storage – what for? Each square metre is expensive
- ☐ Reception desk
- ☐ Meeting room(s)
- ☐ Comfortable seating
- ☐ Café style seating
- ☐ Bar
- ☐ Product displays
- ☐ TV screen(s)
- ☐ Presentation theatre, if so, for how many?

"NICE TO HAVES":

If they can be incorporated without negatively affecting exhibiting goals

- ☐ Storage – what for? Each square metre is expensive
- ☐ Reception desk
- ☐ Meeting room(s)
- ☐ Comfortable seating
- ☐ Café style seating
- ☐ Bar
- ☐ Product displays
- ☐ TV screen(s)
- ☐ Presentation theatre, if so, for how many?

ANYTHING ELSE YOU CAN THINK OF?

- ☐
- ☐
- ☐
- ☐

5) WHAT'S NEEDED:

DESIGN BRIEF

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WE REQUIRE:

Please provide the following, upload to <https://tinyurl.com/yf6n6bfb>

- Brand guidelines
- Brand logos as .eps files
- Product/Services Display details
- Graphic content for visualisation

NEOSCREATIVE WILL PROVIDE:

- 1) Guide structure and budgeting for annual exhibition programme.
- 2) Initial concept architecture to explore creative language.