SHOW READY
STRATEGIC DISCOVERY WORKSHEET

Purpose: Help us understand your event's goals, challenges, and opportunities so we can deliver a seamless, impactful production aligned with your vision.

Client Snapshot
Provide a clear overview so we can understand the who, where, and when for your event.

- Organization Name:
- Event Name:
- Event Dates:
- Event Locations:
- Event Type (Internal, External, Association, Sales, Pharma, Other):
- Expected Audience Size:
- Audience Profile (attendee types, industries, seniority levels):
- How would you categorize this event? 🔴 High Stakes | 🟡 Mid-Level | 🟢 Simple

Your Vision & Event Purpose
Set the stage by sharing the 'why' behind your event.

- What is the purpose of this event?
- What outcome would make this event a success for you?
- Who are your key stakeholders and decision-makers?
- What do you hope attendees will think, feel or do after the event?
- How do you measure event success (internally or externally)?

Audience & Experience
Design starts with who you're designing for.

- Who will be attending? (demographics, roles, industries)
- What emotional tone do you want the event to convey?
- What are the key needs of each audience group?
- Are there groups with unique needs (executives, sponsors, members)?
- What feedback have you received from past events?
- How would you like attendees to describe their experience afterward?

Brand & Strategic Positioning
Align every touchpoint with your brand and business goals.

- How should this event reflect your brand visually and emotionally?
- Are you launching something new, reinforcing a message, or celebrating?
- What are your top 3 brand priorities this year?
- What elements (design, messaging, tone) must stay consistent across your events?

Event Objectives
Define what success looks like before show day.

- What are your top objectives for this event?
- How will you measure success for these objectives?
- What trends or challenges are currently impacting this event?
- What do you want each audience group to take away?
- What key messages should attendees leave with?
- Are there any risks you are taking during this event?

Technology & Innovation
Tailor the tech stack to your needs – not the other way around.

- Are you using any new event platforms, apps, or tools?
- Is this event in-person, hybrid, or virtual?
- Do you plan to livestream or record sessions?
- Will you use interactive technology (ARS, ePosters, digital signage)?
- What role should AV and scenic design play in engagement?

Sponsor & Exhibitor Strategy
Events aren't just about attendees – supporting partners matter.

- Who are your key sponsors or exhibitors?
- What do they expect for visibility or engagement?
- How do you track and report ROI for sponsors?
- Are you seeking to expand sponsorship opportunities?
- Are existing vendors looking to expand their presence at this event?

Content & Show Flow
What's on stage is only part of the story – structure is everything.

- What is the planned structure for your general sessions?
- Who is responsible for speaker content development?
- How will content be managed, queued, and revised before the show?
- Will you need support with graphics, video, or scripting?
- Will you require rehearsal days or speaker coaching?

Post-Event & Long-Term Vision
Our work doesn't end when the mic is turned off.

- How will you share post-event success with stakeholders?
- Do you have recap meetings, ROI reports, or debriefs planned?
- What does your event calendar look like for the next 6-12 months?
- What does an ideal long-term event partner look like to you?
- How can Show Ready support you beyond event execution?
- Desired Partnership Level: 🟢 Transactional | 🟡 Strategic | 🔴 Long-Term Collaborative