

Template – CTSM PORTFOLIO MAP Outline to Start Down the Writing Path

Name of Show/Event Being Focused: _____

Date: _____

Location: _____

Planned Company Participation

Marketing:

Exhibit:

Event(s):

Other (partnerships/education/training/etc.)

Criteria #1 VITAL STATISTICS

- Bio
- Job responsibilities
- Key people I work with
- Company History
- Products and Service

Criteria #2 OVERVIEW/SHOW SCHEDULE

- Introductory remarks about program
- Annual schedule of major shows/events
- Special circumstances

Criteria #3 INTRODUCTION TO SHOW OF FOCUS/MEASURABLE SHOW OBJECTIVES

- Introduction to show of focus – why you chose this, demographics of show, target audience
- Overarching trade show strategies
- Specific show strategies and measurable goals
- Show specifics on your presence – process involved in preparing for this show

Applicable session references:



Criteria #4 MANAGEMENT OF EXHIBIT DESIGN/PRODUCTION

- Management planning
- RFP and selection process (or list of needs)
- Production strategies
- Budget plan/actuals
- Visual evidence w/captions

Applicable session references:

Criteria #5 MANAGEMENT OF INTEGRATED MARKETING COMMUNICATIONS

- Planning/Goals
- Selection rationale for media source
- Measurable objectives/strategies
- Visuals demonstrating message integration
- Assessment measure for marketing goals
- IMC results w/recommendations for improved marketing

Applicable session references:

Criteria #6 MANAGEMENT OF RESULTS REPORTING

- Assessment measures to obtain show results
- Overall show results tied back to objectives
- Review results & measurable strategies
- Reporting measures

Applicable session references:

Criteria #7 CONCLUSION

- Assessment of your program
- Recommendation for change/improvement
- Strategy plans to support recommended changes
- Review learning experiences

Applicable session references (may or may not have any here)

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Criteria #8 OVERVIEW FORMAT AND CONTENTS

- Professional headshot
- Key sections present and organized
- Section header pages between each section
- Ease of reading
- Proofread
- 8 required sessions and minimum 2 electives referenced
- Appendix referenced by page # (may or may not have appendix)

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