

THE NO-GO LIST

More likely than not, many of your downsizing tactics will also save your company money and potentially increase your program's ROI. Along with your efforts, Steve Deckel, CEO of Deckel and Money Penny Inc., recommends you track elements you've eliminated along with the cost savings associated with each. By doing so, you can employ the data for future shows and demonstrate the value of your efforts to management. Here's an example of a no-go list that includes estimates for each item's transportation, drayage, and labor fees.

No-Go Item	Explanation	Transportation Savings	Drayage Savings	I&D Savings	Other	Total Savings
Enclosed 10-by-10-foot Conference Room	Moved all private meetings to the top of the double deck	\$600	\$200	\$500		\$1,300
Giveaway Counter	Switched to an online giveaway store housed on a tablet	\$100	\$50	\$100		\$250
Graphic Kiosk	Removed one of four kiosks, all of which needed new graphics	\$400	\$75	\$100	\$300 (graphic design and fabrication)	\$875
					Grand Total	\$2,425

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					Grand Total	\$ _____