VI CROSS / EVENT PLANNING RESOURCE

A clearer plan.
A better conversation.

Virtual exhibition and trade-mission checklist

For event organizers, trade associations and export teams exploring a browser-based event. Use this before a consultation to clarify what matters. No registration is required.

01 / Define the business purpose

[ ] Write one primary objective: supplier discovery, buyer meetings, product education or member engagement.

[ ] Choose the audience and markets. Confirm language, accessibility and time-zone requirements with participants.

[ ] Define a qualified lead before launch: relevant organization, decision-making role, stated need and agreed next step.

02 / Shape the visitor experience

[ ] Estimate exhibitors and attendees as planning ranges, not promised attendance.

[ ] Decide whether you need exhibitor spaces, a live programme, scheduled meetings or a combination.

[ ] Prepare exhibitor logos, product descriptions, accessible media and one clear contact action per exhibitor.

[ ] Check devices, browser requirements, captions, keyboard navigation and a fallback for poor connections.

03 / Plan the programme

[ ] Build a schedule with time zones, speaker permissions, rehearsals, breaks and on-the-day responsibilities.

[ ] Agree how buyers and suppliers discover each other; obtain permission before sharing participant details.

Working notes: _____

_____

VI CROSS / FROM PLAN TO FOLLOW-UP

Launch with evidence, not assumptions.

04 / Prepare promotion

[ ] Choose one landing page and one primary action. Match its language to the invitation.

[ ] Create separately tagged partner, email and social links. Confirm the destination is published before sending.

[ ] Review every logo, testimonial, outcome and platform claim. Use illustrative labels for concept visuals.

[ ] Approve the audience, sender, inbox owner and follow-up process. Do not send to unconsented lists.

05 / Define measurement

[ ] Record the reporting date range, time zone, data source and internal-test exclusion.

[ ] Distinguish visits, interactions, download clicks and email-app opens from received enquiries.

[ ] Count qualified leads only from reviewed enquiries or CRM records; assign an owner and deduplicate.

[ ] Agree which outcomes matter: accepted meetings, qualified enquiries or follow-up opportunities. Never infer revenue from clicks.

06 / Rehearse and follow through

[ ] Test mobile, keyboard navigation, downloads and the complete consultation handoff.

[ ] Confirm actual inbox receipt with an explicitly authorized test if direct delivery is connected.

[ ] Assign follow-up ownership and agree a response standard internally; do not promise it publicly until approved.

[ ] Review results after a consistent observation window. Document missing data and make one focused improvement.

Bring to your consultation

Your primary objective, audience, approximate scale, intended timing, desired experience and the person responsible for follow-up.

Discuss feasibility with VI Cross: **info@vicross.ca**
Website: **https://vicross.ca/plan-your-event**

This resource is planning guidance, not a quotation, attendance guarantee or confirmation of platform availability. Verify scope and capabilities with the VI Cross team.