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6 Essentials Brand Activation Checklist



[Branding] {UX Design} (Events)



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A HUGE THANK YOU!

Thank you for downloading this checklist. We appreciate your time and want to help you get ready for your next event activation. This checklist applies to one-off pop-up activations and also activations at expo trade show floors. No matter the event venue, this checklist will be helpful. We have also included a set of brief descriptions to give you more context on how to prepare. Now then, let's begin.

Kaliq Ray

Signify Creative Owner & Executive Producer

1. Run of Show or Booth Schedule

The run of show, or booth schedule, is key to making sure your booth operates smoothly during the event. It lays out who is responsible for each task. This helps you organize your team and coordinate with other groups, such as brand ambassadors, AV teams, setup/breakdown crews, onsite entertainment, and those handling samples or giveaways. You can use an Excel spreadsheet or a Google Doc for this, just make sure your team can access it.

2. PreVisualization Map & Booth Design

Previsualization (PreViz) is important early in event planning. It helps you and your team see where your booth will be in the venue. We suggest obtaining a venue map from the event organizer and creating a simple booth drawing. You can use tools like Canva, Photoshop, or Blender, as long as everyone understands what will be at your booth. If your booth is in a busy area, check how close you are to foot traffic. This helps you use sight lines to make your booth more visible. For example, if your booth is next to a restroom, you'll get more visitors since people will walk by on their way to the bathroom.

3. Brand Ambassadors / Volunteers

People make the difference. Even if your booth looks great, you need team members to run it and connect with visitors. That's why it's smart to have volunteers or brand ambassadors ready to help. These staff members, whether paid or not, represent your product, brand, or initiative. Write a clear script and train your team on what to do in different situations. Well-trained staff will keep visitors at your booth longer and help you get more leads.

4. AV Team

The AV (Audio Visual) team is a key part of your event. They can take your production to the next level, whether you need a projector, music, or digital signs. Make sure your AV team is there to set up and test all your event media. Try to do this at least a month before the event so you have time to make changes if needed. For example, if you planned to use a projector but the venue moves outdoors, you might need different equipment for power and visibility. Ask your AV team or check resources like Projector Central to see if TV screens work well in daylight.

5. Swag, Sampling, or Giveaways

To get something, you often need to give something. It's important to offer a giveaway at your booth, even if it's just bottled water. Make it clear that you expect something in return when people engage with your booth. If you're giving away items or food, have a plan for restocking and storage.

6. Social Media Promotion & Coverage

How will people know your event happened? You need a videographer or a social media producer to capture your event. They can create content to show potential customers what they missed. If you're on a budget, use your phone to record or ask attendees for quick testimonials about your product. There are many ways to share your event.

7. (Bonus) Permits

Always make sure you have the right permits for your event. These can come from you or the event organizer, but keep them on hand. Without the proper permits, you might have to pack up early and leave.

That's it for now!

We told you it would be quick. These are the six essentials you need for your brand activation. While simple, these six must-haves are the foundation of your event brand experience. If you have any trouble, please feel free to reach out to us at hello@signifycreative. In the meantime, please follow us on social media for more content coming soon.

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