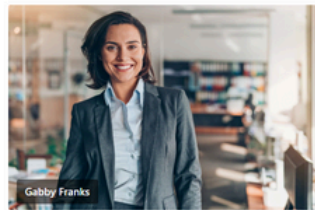
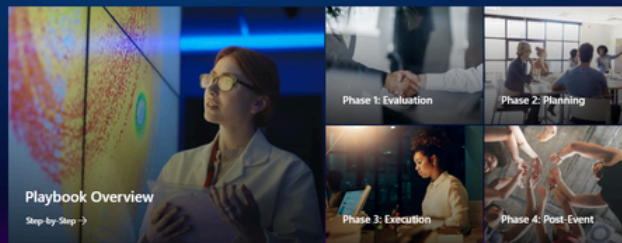




Tradeshow & Events ePlaybook



A Note from Gabby
As we navigate the dynamic landscape of our industry, we must recognize the vital role that tradeshow and conferences play in strategic vision. These events are powerful platforms for building relationships with key stakeholders and showcasing our values, offerings, and expertise to enhance our brand's visibility and reputation.
To maximize the impact we make, we need more than just good intentions; we need a shared framework. We encourage you to use this playbook as a living resource that evolves with your feedback. Together, let's make every event count.

[Read Gabby's Message](#)

Playbook FAQs

- Why do we need a playbook for tradeshow and events?
- Do I have to follow this playbook step-by-step?

Firmagraphics

Energy Technology Solutions
100K employees
75+ countries

Event Participation

Over 30 major conferences
per year

Problem Statement

The client was struggling with inconsistent processes, tools, and event outcomes due to a lack of centralized guidance.

ePlaybook

CASE STUDY

Challenges

- Hundreds of disorganized documents residing in different repositories
- No clear process documentation
- Limited guidance on measurement and connecting KPIs to goals
- Inconsistent messaging, performance, and reporting

SOLUTION:

A COMPREHENSIVE AND MODERNIZED E-PLAYBOOK TO IMPROVE PLANNING, EXECUTION, AND REPORTING FOR TRADE SHOWS AND EVENTS.

The Result

- Replaced a 100-page static planning document with an easy to use, streamlined SharePoint site
- Standardized information, guidance, and tools in one hub
- Intuitive, user-centric experience that simplified navigation and maximized engagement
- Enabled consistent application of measurement, strategy, best practices, and KPI tools

Client Testimonial

Business Area
Tradeshow Leader

Front Row 360 did in 6 weeks what we've been trying to do for 2 years. We are ready to use our External Tradeshow and Event ePlaybook for this year's event planning and management!

Key Takeaways