

The True Value of Exhibiting: What's Missing from Your Post-Show Calculations

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Welcome

Introductions and housekeeping

Part 1

Reveal the 10+ types of value you can obtain through events like the Precast Show

Part 2

List your biggest exhibiting value calculation challenges and brainstorm potential solutions

Part 3

Discuss your post-show reporting plans and identify new opportunities to improve your evaluation process

Debrief

Review and next steps

Thank You!

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