

## Visit behavior

Question	Answer
How many visitors were at the stand?	
What was the general visitor reaction to the display and the products & services?	
How long did the visitors remain at the stand?	
Where there any special or unusual questions?	
Where there follow-up questions regarding certain products?	

## Comparison with the competition

Question	Answer
What can we learn from our competitors' displays?	
Which developments are new and important for our company's strategy? (trends)	

## Exhibits

Question	Answer
Which exhibits received the most interest?	
How long did the visitors view the exhibits?	
Did the placement of the exhibits spark the visitors' interest?	

## Evaluation of the stand

Question	Answer
What can/must be improved and/or changed in our preparations for the trade fair?	
Personnel: Were there enough of the "right" employees at the stand?	
Were there personnel shortages at the stand? How could they be resolved in the future?	
Did the team cooperate well with one another?	
Feedback about the stand: Size, functionality, usefulness for talks and negotiations	
What can/must be changed and/or improved in terms of providing catering for visitors?	