Show season, planned early.

An example planning checklist for NAB, IBC and other shows. Work backward from opening day. Adjust these suggested windows to your team and event.

8-10 weeks before

01

Choose the right conversations

Confirm event dates with the organizer. Define your target accounts and buyer roles. Set the meeting format, owner and available calendar slots.

6-8 weeks before

02

Build and verify the list

Research relevant attendees through permitted sources. Confirm roles, company fit and a reason to speak. Approve the list and first messages.

4-6 weeks before

03

Start the outreach

Send a short, relevant invitation. Name the workflow or business issue you can help with. Offer a specific slot and follow up thoughtfully.

1-2 weeks before

04

Prepare the handover

Reconfirm the time, time zone and meeting location. Prepare a briefing, focused demo and approved proof. Leave room for travel and overruns.

During the show

05

Keep the context

Review notes before each meeting. Capture needs, objections and buying roles afterward. Agree a next step and who owns it.

Within the following week

06

Make the follow-up useful

Send what was promised. Record the agreed next step in your CRM. Review meeting quality and refine the next show plan.

Planning guide only. Event names are examples. Verify dates and attendance before outreach; a signal is not proof of buying intent.

Want a plan built around your product?

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