Get EVENT READY On LINKEDIN

Innov8 SOCIAL

You've spent budget on exhibiting at this event, now it's time to maximise the success of that RoI and begin driving visitors to your stand **BEFORE** the event begins.

Tidy Up Your Company Page

Branded banner image
→ Does your cover photo reflect your brand clearly and professionally?
→ Consider adding your stand number or event logo.

Clear "About" section
→ Does it say what you do, who you help, and how — in plain language?
→ Avoid jargon. Think like your customer.

Call to Action link
→ Is there a clear next step? (e.g., "Visit us at IMPA," "Download our guide," or "Let's chat.")

Featured section updated
→ Add a lead magnet, brochure, blog, or event promo post.
→ Pin a relevant post if nothing's featured.

Active posting
→ Make sure your last post isn't older than 2 weeks before the show.

Plan Your 4 Pre-Event Posts

We're Exhibiting
→ Announce your attendance. Include your booth number and what people can expect.

Product or Service Spotlight
→ What are you showcasing or launching? Share the benefit to the buyer.

Insight or Industry Talking Point
→ Share a pain point or trend you've heard from clients — and how you help solve it.

Behind-the-Scenes or Team Introduction
→ Share a pain point or trend you've heard from clients — and how you help solve it.

Plug Into the Event

Use the official event hashtag in every post

Tag IMPA and any relevant partners

Follow and engage with other exhibitors, sponsors, and speakers

Ask your team to comment or reshare posts to boost visibility

Set up your personal profile with event messaging too