

GET THE MOST FROM MINING & METS EVENTS



BEFORE and AFTER the event is where you create long-term value

In mining, buying decisions are complex and long-tail. Multiple stakeholders influence projects, sales cycles can be lengthy and relationships built today may not translate into opportunities for months (or even years).

Base the return you get from attending industry events on traditional metrics like business cards collected or leads generated and **you'll sell your investment short.** Use the event as part of a broader growth strategy to build brand awareness, strengthen relationships, understand market challenges and create future opportunities.

Before: Define What Success Looks Like

The best-performing exhibitors start with clear objectives. Are you looking to build awareness, meet target accounts, progress existing opportunities, strengthen customer relationships or gather market insight? Your objectives should influence everything, from stand messaging and pre-event activity through to how you measure success afterwards.

During: Listen as Much as You Promote

Events are a golden opportunity to understand the market. Pay attention to the challenges people are facing, the priorities shaping investment decisions and any gaps between how you position your offering and how the market understands it. These insights can shape your sales approach, messaging and future strategy.

After: Don't Judge Success Too Early

A conversation today may influence a project months later. Before the event becomes a distant memory, record what worked, what didn't and what you'd do differently. Continuously improve your event strategy and you'll turn exhibitions from a cost into a long-term growth investment.

On the next page, you'll find a quick scorecard to help you do that.

EVENT SUCCESS SCORECARD

Event:

Date:

Objectives

What were you hoping to achieve?

- ☐ Brand awareness
- ☐ Generate new leads
- ☐ Progress existing opportunities
- ☐ Customer engagement
- ☐ Product/service launch
- ☐ Market insights
- ☐ Partnerships

Event Snapshot

Estimated total attendees:

Estimated stand visitors:

Quality conversations:

ICP conversations:

New contacts added:

Existing customers/prospects engaged:

What Did We Learn?

What conversations or themes came up most often?

What feedback, questions or objections surprised us?

Did our messaging resonate? What could improve?

Opportunity & Impact

Where were most conversations in the buyer journey?

- ☐ Awareness
- ☐ Exploring solutions
- ☐ Evaluating suppliers
- ☐ Ready to buy
- ☐ Existing customer relationship

What value did this event create beyond immediate leads?

- ☐ Increased market awareness
- ☐ New relationships
- ☐ Customer engagement
- ☐ Future opportunities
- ☐ Industry insights

Next Time

Would we exhibit again? ☐ Yes ☐ Maybe ☐ No

One thing we should do more of:

One thing we should change:

One unexpected opportunity or insight: