Improving **Your** Ag Show Experience
Stage 1: Pre-event

AUSTRALIAN CENTRE FOR REGIONAL EVENTS



What is a key pain point / area for improvement? This can be small!



Who does this impact and what may be the long-term consequences ?

What is an achievable and actionable fix?

Points to discuss with your Show Committee

Improving **Your** Ag Show Experience
Stage 2: Arrival

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What is a key pain point / area for improvement when people arrive at your Show?

Who does this impact and what may be the long-term consequences ?

What is an achievable and actionable fix?

Points to discuss with your Show Committee.

Improving **Your** Ag Show Experience
Stage 3: Event Experience

AUSTRALIAN CENTRE FOR REGIONAL EVENTS

What is one thing you could do to improve the event experience?

What feedback or recurring requests do you hear every year?

How could you refresh your event while keeping what people love? (Remember the 15% rule.)

Points to discuss with your Show Committee.



Improving Your Ag Show Experience
Stage 4: Departure

How do people leave your show?

What is one small thing you can do to improve their experience or make it a memorable exit (for all the right reasons!)

Points to discuss with your Show Committee.



Improving Your Ag Show Experience
Stage 5: Post-event



Who do you most need to hear from after your event?

How could you make it easier for them to provide feedback?

What events will you benchmark against?

Points to discuss with your Show Committee.

EVENTfolk

Ag Show Special Offer!!!

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