DAILY Staffer Debriefing Form

Depending upon your company's show goals and objectives, you should consider as many of these questions as are appropriate, plus any other information you would like to have from each staffer at the end of shift/day.

Name _____ Date _____

General impressions: Very good good fair poor

Traffic Flow

Quantity of Visitors

Quality of Visitors

Explanation of rating

What were your visitors interested in (which product, company capabilities, people, new products, etc?)
Why were they interested?

Company products _____

_____

Additional company interests_____

Did you refer any visitors to any other parts of the booth or to other staffers?

If so, who, where, why? _____

What topics did your visitors bring up more than once?

_____

What was the easiest product or company question you answered today?

_____

What was the hardest question you either did not answer or had trouble with?

_____

Based upon visitor interest, how could you have been better prepared for this show?

_____

What tools did you use most to help you tell our story (literature, product, demo)? Why?