VOLTAGE EXPERIENTIAL

ACTIVATION CHECKLIST

Before, during and after.

Every step from kickoff to receiving your metrics. Tick items off as you go. Labels show who owns each step: you, Voltage, or both.

(352) 426-1694 · steve@cflshowlabor.com

An Ocala Innovation Partners company · Belleview, Florida

PHASE 1 · BEFORE

Planning and build

Weeks before the event. Most delays come from late approvals, so this is where your team makes the biggest difference.

Kickoff

- [ ] Share goals, audience and the success metrics your team will report. — YOU
- [ ] Send brand guidelines, logos, product details and any legal or compliance language. — YOU
- [ ] Agree on lead fields, survey questions and consent wording to match your CRM. — BOTH
- [ ] Name the approvers and the people who receive reports. — BOTH

Creative

- [ ] Design signage, wraps, guest flow and lead-capture screens. — VOLTAGE
- [ ] Review and approve creative (allow one or two rounds). — YOU
- [ ] Produce printed materials, wraps and branded merchandise. — VOLTAGE

Logistics

- [ ] Confirm venues, permits and insurance requirements for every stop. — VOLTAGE
- [ ] Lock transport, power, load-in times and site contacts. — VOLTAGE
- [ ] Book and train crew and brand ambassadors on your product. — VOLTAGE
- [ ] Ship product, samples or giveaways to the agreed address and date. — YOU

Final week

- [ ] Send the run of show with every contact's name and number. — VOLTAGE
- [ ] Confirm who from your team will be on site and how you want live updates. — YOU
- [ ] Final call to walk through the plan and any last changes. — BOTH

PHASE 2 · DURING

Event day

Our crew runs the floor. Your job is as big or small as you want it to be.

Load-in

- [ ] Arrive early, build the footprint and check in with venue staff. — VOLTAGE
- [ ] Test power, screens, tablets and lead capture before doors. — VOLTAGE
- [ ] Brief ambassadors on talking points, VIPs and the day's goals. — VOLTAGE

Doors open

- [ ] Run the guest experience: greeting, demos, sampling, rides or surveys. — VOLTAGE
- [ ] Capture opt-in leads with consent shown at the point of capture. — VOLTAGE
- [ ] Capture photos and short-form video throughout. — VOLTAGE
- [ ] Live check-ins on crowd, engagement and any decisions needed. — BOTH
- [ ] Optional: host VIPs or key accounts on site. — YOU

Strike

- [ ] Tear down, leave the venue clean and inventory materials. — VOLTAGE
- [ ] Back up lead data and content the same night. — VOLTAGE

PHASE 3 · AFTER

Results and metrics

The part that matters most: your data, your content and what to do next.

Next day

- [ ] Deliver the lead file, opt-in confirmed and formatted for CRM upload. VOLTAGE
- [ ] Upload leads and start follow-up while guests still remember you. YOU

Within a week

- [ ] Deliver the recap report: attendance, engagements, leads, cost per lead. VOLTAGE
- [ ] Deliver photo and video highlights for your channels. VOLTAGE
- [ ] Include guest feedback and recommendations for next time. VOLTAGE

Debrief

- [ ] Walk through results against the goals set at kickoff. BOTH
- [ ] Share which leads converted, if possible, to measure return. YOU
- [ ] Plan the next run: markets, formats and dates. BOTH