ACTIVATION PLANNING WORKSHEET

Plan your activation.

Fill this in on screen or print it. Email it to steve@cflshowlabor.com or attach it to your inquiry, and we can skip straight to concepts.

About you

Name

Company

Email

Phone

Goals

Primary goal (tick all that apply)

- ☐ Qualified leads
- ☐ Awareness and reach
- ☐ Sampling or trial
- ☐ Product launch
- ☐ VIP hospitality
- ☐ Sales on site

What does success look like the day after? Numbers your team will report

Who must be in the room? Age, income, interests, job titles

Formats you're considering

- ☐ Park & Protect
- ☐ Spark Studio
- ☐ The Lounge
- ☐ Multi-city tour
- ☐ Branded vehicles
- ☐ Convention or booth

When and where

Target dates Fixed or flexible

Number of events or stops

Markets or cities

Venues or events you already have in mind

Budget and reporting

Budget range

Lead or engagement goal

CRM or lead destination e.g. Salesforce, HubSpot

Who receives reports?

Brand and approvals

Approvers, brand rules, legal or compliance language

Anything else we should know

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

We reply within one business day with questions or first concepts.