

Phase	Data Task	Implementation	Why This Matters
Pre-Launch	<div>24Weeks to go</div> <div>Historical Data Audit</div> <div><div>Exhibitor Data</div><div>Visitor Data</div></div>	<div><div></div></div> <div>Complete analysis of previous year's exhibitor & visitor databases, and identify any data quality issues.</div>	<div><div></div></div> <div>Establishes baseline data quality metrics and identifies systematic issues before building new campaigns.</div>
	<div>23Weeks to go</div> <div>VITALExhibitor Data Cleanse</div> <div><div>Exhibitor Data</div><div>Visitor Data</div></div>	<div><div></div></div> <div>Verify your existing exhibitor contacts, company details, and categorisation accuracy.</div>	<div><div></div></div> <div>Exhibitor data drives sales efforts - inaccurate data leads to lost revenue and damaged relationships.</div>
	<div>22Weeks to go</div> <div>VITALVisitor Data Cleanse</div> <div><div>Exhibitor Data</div><div>Visitor Data</div></div>	<div><div></div></div> <div>Remove duplicates, validate for goneaways, and verify company information.</div>	<div><div></div></div> <div>Clean visitor data reduces campaign costs and improves engagement rates for marketing campaigns.</div>
	<div>21Weeks to go</div> <div>Exhibitor Data Replenishment</div> <div><div>Exhibitor Data</div><div>Visitor Data</div></div>	<div><div></div></div> <div>Replenish any goneaways or invalid records from your exhibitor validation. Either trace contacts to their new organisation, or find a replacement.</div>	<div><div></div></div> <div>If you lose contact with a loyal exhibitor because your representative has left, you could lose out on easy revenue.</div>
	<div>20Weeks to go</div> <div>Visitor Data Replenishment</div> <div><div>Exhibitor Data</div><div>Visitor Data</div></div>	<div><div></div></div> <div>Replenish invalid contacts and build new records at known organisations. Trace previous visitors to their new organisations to avoid losing contact.</div>	<div><div></div></div> <div>It's much easier to engage with contacts at companies already following your event.</div>
	<div>19Weeks to go</div> <div>Data Enrichment Strategy</div> <div><div>Exhibitor Data</div><div>Visitor Data</div></div>	<div><div></div></div> <div>Plan out any enrichment work that needs to be taken on your exhibitor and visitor data in line with your campaign strategies.</div>	<div><div></div></div> <div>Early planning ensures budget approval and vendor selection before critical campaign periods.</div>
	<div>18Weeks to go</div> <div>VITALCompetitor Show Exhibitor Build</div> <div><div>Exhibitor Data</div><div>Visitor Data</div></div>	<div><div></div></div> <div>Shortlist competitor shows, and find the decision-makers at their exhibitors.</div>	<div><div></div></div> <div>This ensures you're only reaching the most likely potential exhibitors and not wasting time on organisations that don't invest in events.</div>
	<div>18-16Weeks to go</div> <div>VITALNew Contact Data Build</div> <div><div>Exhibitor Data</div><div>Visitor Data</div></div>	<div><div></div></div> <div>Using last year's matrix and your visitor growth strategy, carry out a bespoke data build of new prospective visitors who exactly fit your event's niche.</div>	<div><div></div></div> <div>By only researching new prospective visitors in a bespoke method, you cut down on the wasted time & budget that stems from large, bulk data sources of generic, poorly-converting contacts.</div>
Foundation	<div>16-14Weeks to go</div> <div>Exhibitor Data Segmentation</div> <div><div>Exhibitor Data</div><div>Visitor Data</div></div>	<div><div></div></div> <div>Segment your prospective exhibitor sales list into groups combining organisation types, current events, job functions and seniority.</div>	<div><div></div></div> <div>Rich exhibitor segments enable targeted sales approaches and better prospect prioritisation.</div>
	<div>14-12Weeks to go</div> <div>VITALNew Visitor Data Segmentation</div> <div><div>Exhibitor Data</div><div>Visitor Data</div></div>	<div><div></div></div> <div>Create detailed visitor segments based on industry, seniority, interests, geography and previous engagement behaviour.</div>	<div><div></div></div> <div>Detailed segmentation enables personalised marketing messages and improves campaign response rates.</div>
	<div>12-10Weeks to go</div> <div>Data Replenishment Setup</div> <div><div>Exhibitor Data</div><div>Visitor Data</div></div>	<div><div></div></div> <div>Implement tracking systems for bounced emails, unsubscribed contacts and job changes.</div>	<div><div></div></div> <div>Automated tracking prevents data decay and maintains database quality throughout campaigns.</div>
Critical Mass	<div>10-8Weeks to go</div> <div>VITALNew Data Acquisition</div> <div><div>Exhibitor Data</div><div>Visitor Data</div></div>	<div><div></div></div> <div>Top up your prospects based on whether a certain segment is performing well, or if one needs a boost of fresh data to raise registrations.</div>	<div><div></div></div> <div>This strategic timing ensures new data is processed and segmented before peak campaign period.</div>
	<div>8-6Weeks to go</div> <div>VITALCampaign Data Optimisation</div> <div><div>Exhibitor Data</div><div>Visitor Data</div></div>	<div><div></div></div> <div>Final validation of campaign lists, suppression lists and A/B test segments.</div>	<div><div></div></div> <div>Last chance to optimise data before campaigns launch: critical for ROI maximisation.</div>
Final Push	<div>6Weeks to go</div> <div>Exhibitor Prospect Matching</div> <div><div>Exhibitor Data</div><div>Visitor Data</div></div>	<div><div></div></div> <div>Match visitor segments to exhibitor target audiences for lead generation.</div>	<div><div></div></div> <div>Enables exhibitors to target ideal prospects, increasing satisfaction and renewal rates.</div>
	<div>5Weeks to go</div> <div>Personalisation Data Prep</div> <div><div>Exhibitor Data</div><div>Visitor Data</div></div>	<div><div></div></div> <div>Prepare data feeds for personalised content, recommendations, and networking matches.</div>	<div><div></div></div> <div>Personalised experiences increase attendee satisfaction and engagement at the event.</div>
	<div>4Weeks to go</div> <div>VITALRegistration Data Validation</div> <div><div>Exhibitor Data</div><div>Visitor Data</div></div>	<div><div></div></div> <div>Real-time validation of registration form data, including duplicate detection.</div>	<div><div></div></div> <div>Clean registration data enables accurate attendee tracking and post-event analysis.</div>
	<div>3Weeks to go</div> <div>Last-Minute Targeting</div> <div><div>Exhibitor Data</div><div>Visitor Data</div></div>	<div><div></div></div> <div>Identify and target high-value prospects who haven't registered yet.</div>	<div><div></div></div> <div>Final push to convert warm prospects and fill any remaining capacity gaps.</div>
	<div>2Weeks to go</div> <div>Exhibitor Data Package</div> <div><div>Exhibitor Data</div><div>Visitor Data</div></div>	<div><div></div></div> <div>Deliver pre-event attendee insights and prospect lists to exhibitors.</div>	<div><div></div></div> <div>Helps exhibitors prepare targeted approaches and maximise their event ROI.</div>
	<div>1Week to go</div> <div>VITALEvent Data Systems Check</div> <div><div>Exhibitor Data</div><div>Visitor Data</div></div>	<div><div></div></div> <div>Test all data integrations, lead capture systems and networking platforms.</div>	<div><div></div></div> <div>Ensures all data systems work perfectly during the event to capture valuable interactions.</div>
Day of the Event			
Post Event	<div>+1Weeks since Event</div> <div>Event Data Consolidation</div> <div><div>Exhibitor Data</div><div>Visitor Data</div></div>	<div><div></div></div> <div>Compile all registration, attendance, interaction and lead capture data.</div>	<div><div></div></div> <div>Centralised data enables comprehensive event analysis and exhibitor reporting.</div>
	<div>+2Weeks since Event</div> <div>VITALRegistration Form Analysis</div> <div><div>Exhibitor Data</div><div>Visitor Data</div></div>	<div><div></div></div> <div>Analyse registration accuracy and identify possible data collection improvements.</div>	<div><div></div></div> <div>Improves data quality for next year by identifying and fixing registration issues.</div>
	<div>+3Weeks since Event</div> <div>Data Categorisation & Segmentation</div> <div><div>Exhibitor Data</div><div>Visitor Data</div></div>	<div><div></div></div> <div>Properly categorise and segment all new data for next year's campaigns.</div>	<div><div></div></div> <div>Clean, segmented data from this event becomes the foundation for next year's success.</div>
	<div>+4Weeks since Event</div> <div>ROI Data Analysis</div> <div><div>Exhibitor Data</div><div>Visitor Data</div></div>	<div><div></div></div> <div>Measure the impact of your data quality on exhibitor satisfaction, lead quality and renewals.</div>	<div><div></div></div> <div>Demonstrates the ROI of data investments and justifies the budget for next year's improvements.</div>