BLINKSWAG

Interactive Booth Activation Planner

For Event Marketing Teams | Powered by BlinkSwag

Use this planner to design, manage, and measure an engaging interactive booth activation that attracts attendees and maximizes event impact.

ACTIVATION CONCEPT PLANNING

☐ Define the core experience: live printing, gamification, or customization.

☐ Align activation concept with the event theme and brand message.

☐ Choose merchandise that attendees will keep and use.

TRAFFIC FORECASTING

☐ Estimate booth traffic based on overall event attendance.

☐ Plan swag inventory for at least 120% of expected interactions.

☐ Prepare backup items in case primary inventory runs out.

THROUGHPUT PLANNING

☐ Estimate processing time per participant.

☐ Calculate how many stations are required to avoid long wait times.

☐ Prepare express options for high traffic periods.

MEASUREMENT & ANALYTICS

☐ Track leads captured during the activation.

☐ Measure dwell time and participation rate.

☐ Evaluate social media engagement and user-generated content.

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