

ASHG 2020 Virtual Annual Meeting Goals Worksheet

SMART Goals are defined as:

- **Specific:** Clearly define goals as succinctly as possible.
- **Measurable:** Identify metrics for measuring progress and success.
- **Achievable:** Set realistic goals that can be completed within specific parameters.
- **Relevant:** Ensure that goals are worth pursuing.
- **Time-Bound:** Assign deadlines to goals and related action steps.

What to consider when determining your company's goals and objectives:

- What is your company's big picture priority for client retention and new prospects?
- What is the company's goal for this quarter, this month, or this year and how will exhibiting at this event help?
- How do you want to appear to attendees?

Goals vs. Objectives vs. Tactics

- **Goals** are what you want to accomplish: the broad statement of what you want to achieve.
- **Objectives** are measurable.
- **Tactics** are the specific actions you will take to achieve your goal and objective.

See example at end of document!

Goal #1:
Objective:
Tactics to Achieve:

Goal #2:
Objective:
Tactics to Achieve:

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Goal #3:
Objective:
Tactics to Achieve:

Additional Goals to Achieve

Goal #4:
Objective:
Tactics to Achieve:

Goal #5:
Objective:
Tactics to Achieve:

Example

Goal: Generate leads for sequencing product
Objective: <ul style="list-style-type: none">• Obtain 20 quality leads for sales team.
Tactics to Achieve: <ul style="list-style-type: none">• Develop educational materials like how-to video and product fact sheet for download in booth.• Set-up scheduler for attendees to book a demo post-show.• Promise personalize virtual demo and \$5 Starbucks card to qualified leads who download documents from booth.

Need help on tactics? Email us to set-up a call! exhibits@ashg.org