

What 50+ roadshows taught us:

10 lessons you can't afford to miss



Whether you're new to roadshows or a seasoned pro, **these 10 lessons will change how you plan and execute... and hopefully save you a few headaches.**

We gathered lessons from across our team - **technicians, project managers and producers** who've delivered roadshows for clients across the UK and internationally.

Here are 10 things you need to know -

01

Before you do anything, understand the WHY

06

Don't fall into the trap of booking venues just based on availability

02

To hit your brief fast, send your supplier creative references

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Find ways to measure ROE (Return on Engagement)

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Go hybrid to extend your reach

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Don't be afraid to apply lessons throughout the roadshow

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Involve your delivery partner as soon as you can

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Use it as an opportunity to get feedback for your business

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Embed sustainability into logistics and design

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Avoid "death by presentation"

01

Before you do anything, understand the “WHY”


First things first: Why are you doing this roadshow? What’s the goal and the message?

Too often, teams jump straight into the “what”(the cities, the content, the agenda) **without clearly defining the “why.”** And when the why isn’t clear, your message becomes muddled across locations.

Your “why” should drive everything: which markets you visit, who you invite, what content you include, and how you measure success.

Are you aiming to generate leads, build brand awareness in new areas, train your partners, or launch a product?

Make sure you have a clear understanding of this before booking any venues. **Once your purpose is defined, every decision becomes simpler,** and your message remains consistent from the first stop to the last.





02

To hit your brief fast, send your supplier creative references

Even if you don't have a complete vision for your roadshow, there may be specific elements you can picture. Instead of repeatedly explaining your ideas, **provide your supplier with any helpful visual or audio references you can find.**

This could include a photo, a video of an event you've attended, a colour scheme, or a texture. Whatever appeals to you, share it.

These creative prompts quickly align everyone's understanding. Your supplier can see your vision directly, reducing the need for written descriptions, resulting in fewer revisions and a faster turnaround to meet your brief.



03

Go hybrid to extend your reach

The whole point of a roadshow is taking the event to your audience wherever they are. **But there will always be some people who can't make it to any location.** Consider streaming at least one leg of your roadshow, turning it into a hybrid event. This gives remote workers or those who can't travel the chance to still join in and engage with the content. You don't need to make every stop hybrid, but **one well-executed hybrid event ensures you're truly reaching everyone.**

04

Involve your delivery partner as soon as you can

One of the most important things in a roadshow is continuity with the team delivering the event. The sooner an event partner like Sparq can be involved in the process, the sooner we can work out how to maintain as much consistency as possible across all events.

We can also offer expertise in areas like logistics, and our technical team can give estimates on build times, how many team members you'll need and realistic time-lines for the roadshow.

Bringing your delivery partner in early means smoother planning and a more consistent experience for your audience from city to city.



05

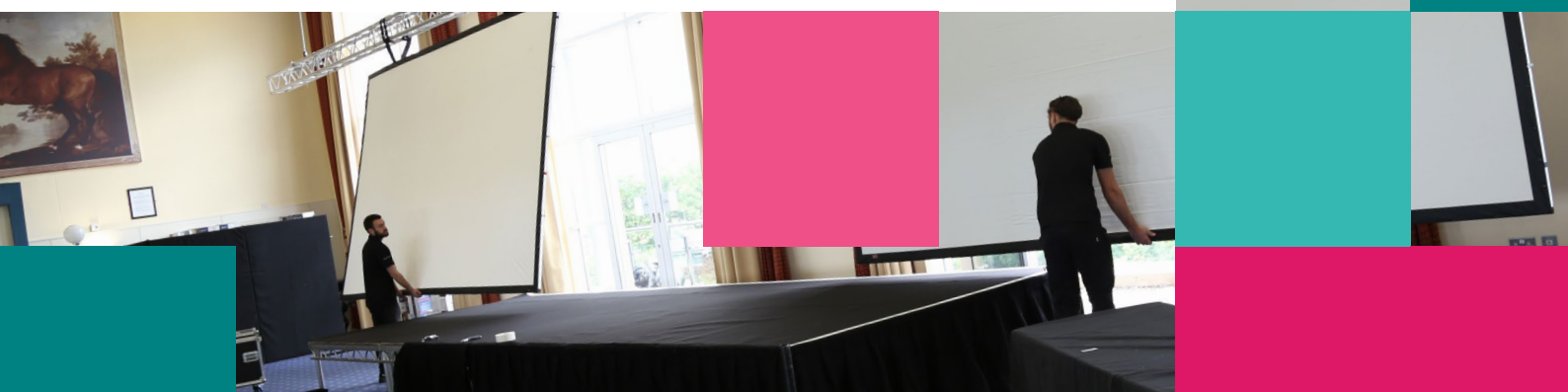
Embed sustainability into logistics and design

Sustainability is a buzzword in events right now, but it's genuinely important and needs to be at the forefront of your planning.

First, **roadshows are already more sustainable than one huge event.** Only a small team travels instead of flying an entire company to one location, which also works out cheaper.

But you can take it further by embedding sustainability into your design. We've designed stands and banners to be repurposed across different events and locations. In one case study we designed a free-standing banner system that could fit different-sized and shaped spaces. We used it across 9 different locations before recycling the materials.

Design once, deploy multiple times. Your budget and the planet will thank you.





06

Don't fall into the trap of booking venues just based on availability

You need to think about the locations strategically and make sure they all follow on from each other. **Plan your roadshow in regional clusters and consider travel and build time between stops.**

Your leadership team are unlikely to thank you for bouncing them around the UK. Plus good planning saves on travel costs and helps sustainability by reducing unnecessary miles.

Map out a logical route before you start booking. A well-planned journey makes the whole roadshow smoother for your team.

07

Find ways to measure ROE (Return on Engagement)

People speak about ROI (return on investment), **but we want to discuss ROE: return on engagement.** This is crucial for roadshows and events.

Understanding whether your audience is genuinely engaged and absorbing information helps you refine your approach and prove the value of the roadshow.

Find ways to measure this: track badge scans and dwell time at different stations, monitor session attendance, use live polling or Q&A participation. After the event, create focus groups to ask whether the message was delivered and what resonated most.

Engagement data tells you what's working and what needs adjusting for your next stops. **It's the difference between just showing up and actually making an impact.**



08

Don't be afraid to apply lessons throughout the roadshow

Consistency is key in roadshows, **but that doesn't mean you can't adapt.** If a certain talk or element of the event isn't landing and you know it's not working, drop it or adjust it for the next event.

Apply the lessons you learn along the way to improve the experience and avoid repeating problems across other locations. Your first event is essentially a live test. Use it as an opportunity to collect feedback and observations to refine what comes next.

The best roadshows evolve as they progress. **Stay flexible enough to make changes that will strengthen the rest of your tour.**



09

Use it as an opportunity to get feedback for your business

Roadshows aren't just about delivering messages; **they are also a chance to listen.** Give your internal team an opportunity to share feedback and insights that can add real value to your business.

Consider doing a Q&A session, hosting informal discussions, or offering anonymous feedback options. Think about neurodiversity too, so everyone has different ways to get involved and contribute.

When you're face-to-face with your team across multiple locations, you'll hear perspectives you might not get in the day-to-day.



10

Avoid “death by presentation.”

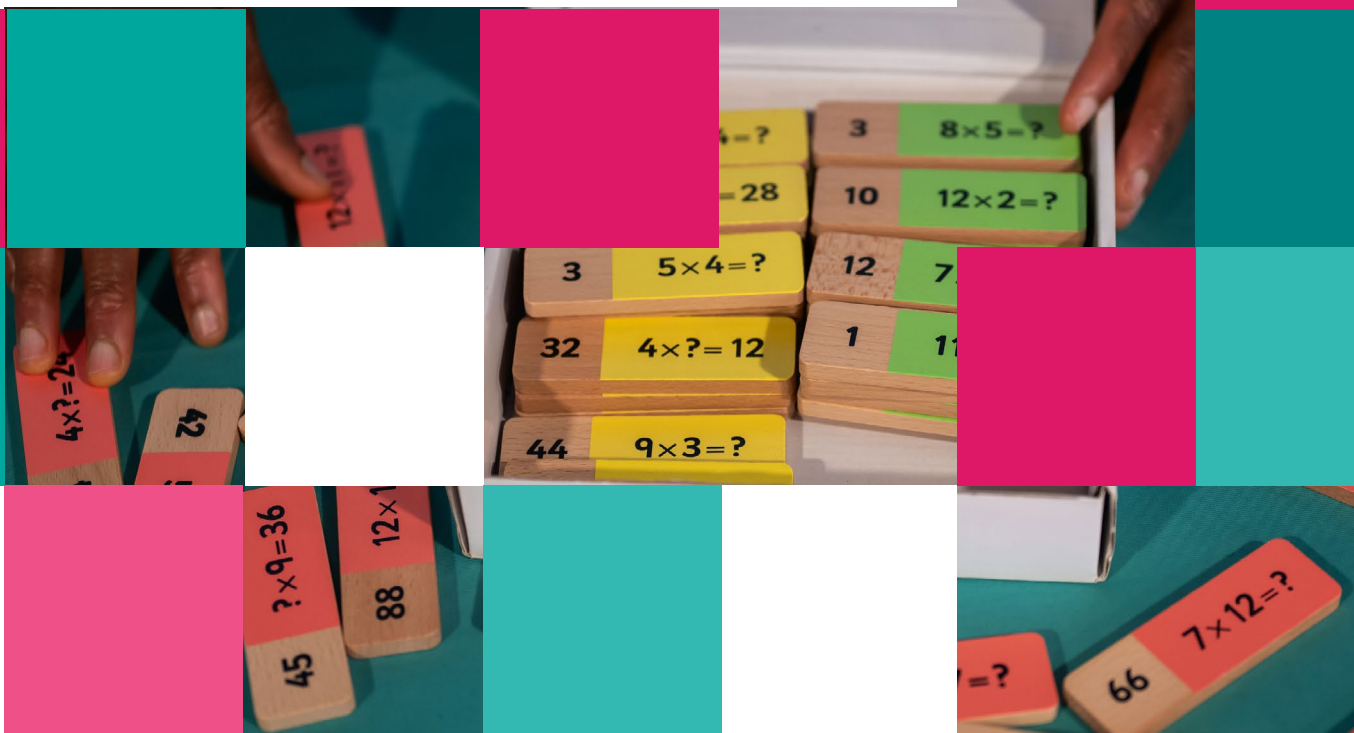
Embrace different ways to deliver your message to the team.

Boring everyone with endless presentations is not the answer. Think about how you can make it entertaining and impactful while still getting the right message across.

Always go back to the first point: your “why.” **What do you actually need people to remember and act on? Then find creative ways to deliver that.**

Mix up your formats: panel discussions, interactive workshops, live demos, Q&As, or even gamification.

Lean on your event production partner too. Sparq has delivered roadshows across the UK and has plenty of ideas on how to do this successfully, seeing what does and what doesn't work.



Roadshows are a game-changer.

They save your business money, are more sustainable and ultimately are a powerful way to connect with your audience wherever they are... But they are complex and a lot of planning goes into it!

We've shared these lessons because we've lived them, learned from them, and used them to deliver successful roadshows for clients just like you.

Whether you need end-to-end support or help with specific elements such as AV hire, technical support, event creative design or event management - we're flexible!

If you are in the middle of planning or just starting to explore an idea, we'd love to help. Reach out at hello@sparq.live - even if it's just to talk through your initial thoughts. No pressure, just a conversation about making your roadshow the best it can be!

Extraordinary.
Delivered.



Let's bring your vision to life.

Get in touch with us today to start planning
your next event.

Call now on: **0333 533 1053**

Email us at: hello@sparq.live