

half day workshop

be a successful exhibitor

How to get the best results from your exhibition stand at a trade show or conference, generating sales leads and interest, which can be followed up later. Most of the success in exhibiting is in the planning but staff on the stand need to use the right approach and skills to 'work the audience'.



CTL WORKSHOPS

- be a successful exhibitor
- conference and event marketing
- creating winning conference programmes
- essentials of conference organising
- exhibitions and sponsorship
- finance and planning
- marketing the conference venue

WORKSHOP PRICES

Prices are per person.

ONE DAY WORKSHOP £ 230
HALF DAY WORKSHOP £ 140

CONFERENCE TRAINING LIMITED

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WHO SHOULD ATTEND

This half-day workshop is aimed at people at the sharp end of the business who plan the graphics, handouts and equipment for their stand. People who staff the stand on the day would also benefit from this workshop.

PREPARING FOR THE EXHIBITION

The paperwork

Your exhibition contract terms and conditions. What you can and cannot do on your stand. Are you insured against damage claims from the public or the venue? The exhibitors' manual or handbook, returning the various forms in adequate time. Will you be running machinery, or laptop, projector or need Internet access? The timetable for set-up and break-down of the exhibition. Delivery and collection of materials to the exhibition venue.

Your 'pulling power' at the exhibition

Understanding the visitor profile and creating an image to suit. Graphics and words on your stand. How big, how many words, what words? Other attractions like prize draws, giveaways, music, competitions, food and drink. Will the organiser limit you on what you can show? Will other exhibitors complain? Literature; off-the-shelf or specially prepared.

The delivery and set-up

Delivery by courier or yourself. Secure storage at the venue. Access and set-up times in the exhibition area. Setting up your stand - check list of useful aids. Health and Safety considerations. Preparing for the opening.

AT THE EXHIBITION

The exhibition environment

Survival tips for food, drink, breaks and the right clothing. Setting up your stand to be inviting, not a defensive wall behind which you hide. Remembering why you have taken an exhibition stand and the expected results. Safeguarding your personal and expensive portable items such as handbags and laptops from passing thieves.

'Working' the audience

Planning the best sales times and the quiet times. Your personal manner. Dealing with visitors and sorting out prospects from timewasters. Find a suitable quiet area or exhibitors lounge for private meetings with serious prospects. Logging enquiries and marking up future actions.

IT'S OVER

Breaking down

When can or should you decide to start breaking down your exhibition stand? Safeguarding and packing re-usable stand graphics and materials. Moving materials out and collection from the venue.

After exhibition tasks

Put away the exhibition materials in safe storage in the office for future use. Complete the exhibition organisers questionnaire and see how much visitor data you can obtain in return. Letters or emails to all prospects attracted to your stand with different courses of action proposed.