



Workshop Overview

This workshop will instruct participants on the importance of exhibitions for providing a great opportunity to meet and interact with your customers and suppliers.



Benefits

You will be able to monitor the effectiveness of your exhibition presence at the end of this workshop. Everything from setting up your stall to your pitch to customers will be covered to ensure you show the best version of your organization at any exhibition opportunity.



Who should attend ?

This workshop will benefit those who are experienced or new exhibitors. Participants looking to make the first step to exhibiting through to those who want to take their skills to the next level will be well suited.

Outcomes & Content

- ✓ Selecting appropriate exhibitions
- ✓ Identify objectives and set timelines
- ✓ Stand design and the venue space
- ✓ How to get more people coming to your stand
- ✓ Quantify leads and follow up
- ✓ Picking the right exhibitions for your organization
- ✓ Design, layout and function
- ✓ How to select the right team to exhibit
- ✓ Maximising sales during and after the exhibition
- ✓ Marketing your brand

