



Trade Show Strategies Workshop

GOAL: The goal of this 3-hour workshop is to build the skills and techniques necessary to develop and present a successful trade show.

BENEFITS OF TRADE SHOW STRATEGIES TRAINING:

- How to communicate your message
- How to collect qualified contact information
- How to follow up with contacts
- How to close the sale

HOW THE PROGRAM WORKS: Through instruction, program trainers teach participants how trade shows can be extremely effective outlets to showcase products and services to large numbers of customers and potential clients.

PROGRAM OUTLINE:

- Strategy planning diagram
- Choosing the right show, space, and staff
- Speed: the key to a successful strategy
- Boothmanship
- Do's and don'ts of exhibiting
- Contact information collection
- Follow up tools and strategies
- Strategy questions

METHODOLOGY: Training sessions are comprised of lecture, group discussions, discussion and demonstration of productivity enhancement tools, and video presentation. Workshop materials include lecture notes, strategy questions, and more.