

## Trade Show Staff Training

Deciding to attend a trade show is a large investment for any company. Preparation is essential: It's better not to go to a trade show than to go unprepared. Every person in your booth is an ambassador to your company, make sure they are prepared. Trade show attendees usually plan a list of whom they're going to visit before ever entering the convention center doors, make sure you are on that list. Make sure your staff has the right tools to succeed with our Trade Show Staff Training course. A successful trade show will benefit your company on many levels. The most basic statistic is that it can cost half as much to close a sale made to a trade show lead as to one obtained through all other means. Get your staff trained and get to that trade show!

### Course Outline

- Booth Characteristics and Setup
- During the Show
- Qualifying Visitors
- Engaging the Right People
- The Rules of Engagement
- After the Show

### Prerequisites

The candidate must have completed or be in the process of completing a high school or secondary school diploma or similar educational standards.

### Training methods

- Interactive facilitator lead learning
- Class activities
- Group discussions and case studies
- Practical sessions
- Question and answer sessions
- E-learning
- Role-plays
- Self-assessment tools

### Learning outcomes

Upon the completion of this Course, the learner will be able to:

- Recognize effective ways of preparing for a trade show
- Know essential points to setting up a booth
- Know the Dos and Don'ts behaviors during the show
- Acknowledge visitors and welcome them to the booth
- Engage potential customers and work towards a sale
- Wrap up the trade show and customer leads

### Course Duration

The standard duration of this course is 12 contact hours.

### Approvals & Accreditation

- Ministry of Labour, Kingdom of Bahrain
- HABC
- ILM

### Who Should Attend

Middle to high level staff such as:

- Head of Training
- Managers
- Supervisors

For more information please feel free to contact: