

Provider # 0005095

Course # 9627276

Certified for 1 CEU
In OPP / HR

Instructors:
Michael G. Zawaki
Lorraine Megdanis

Upon Completion
Managers Will:

1. Learn what not to do at a show.
2. Understanding the importance of attending seminars and to participate and ask questions
3. Know what to expect when attending a show.
4. Manage conversations with exhibitors.
5. Prepare participants to plan a tradeshow.
6. Provide tactics for attracting qualified booth traffic.
7. Outline proven methods for following up on leads.

“The Trade Show Experience”



Overview

The Trade Show Experience was designed for all Association Managers who attend a conference related to their expertise, they will learn how to get the most out of the conference to strengthen their job performance whether attending or exhibiting.

General Overview

Why you attend a show

Getting the most from the trade show

Share what you learn

Attend seminars and ask questions

Why to exhibit at a tradeshow

What questions to ask the promoter

Is the staff show ready?