



# Exhibition Excellence

Attract, qualify and inspire your Expo visitors, faster!  
An intense and practical two day Workshop

## Upon completion you can:

- **Clearly identify your goal** for the expo so you can aim towards and easily measure what you accomplish.

- **Quickly qualify visitors** so you both use your time effectively and professionally.

- **Attract more visitors** with heightened team spirit and a unified understanding of each member's responsibilities

- **Deliver an attractive and consistent team message** using a template developed and tested by your expo team.

- **Handle challenging visitors** in a quick, effective and friendly manner.

- **Generate more business** quicker, from your exhibition investment with less stress.

### Goal

A drastic increase in qualified, booked meetings from your exhibition investment.

### Target Audience

Exhibition teams looking to quantify and qualify their return on investment

### Format

A two-day "hands-on" laboratory with guided discussions, exercises and roll-plays to create, develop, test and improve your message

### Material

Questionnaire, Workbook

### Support during Workshop

E-mail & Telephone access

**How much time, energy and money have you invested in your company's exposition stand?  
How much attention have you paid to the people and their message that will be occupying it?**

### A safe laboratory that challenges

You and your colleagues will work closely and practically as a team to develop, test, practice and improve on how to most effectively present your message. Practice actively "coaching" each other in practical exhibition situations.

### Qualify your visitors quickly and effectively

Create a simple, clear and *qualifying* message to attract decision makers. Agree together on what your group wants to accomplish both individually, as a team and then create a simple and effective way to measure it.

### Own `your stand' on the stand

Create and leverage a unified and integrated understanding of your team message as well as clearly delegate what each team member is accountable for while serving on the stand.

### Listen and serve in a way that increases trust

Create a simple, agreed upon meeting-template that acts as a traceable path toward one goal; "Customer loyalty".

### Present with more "Presence", here and now

Regardless of the circumstances and noise level, practice delivering your message in a way that "moves" your listener from curiosity into action and decision.

### Transform your group into a team

Design a simple, understandable action plan of how you and your team can generate and spread a *contagious* sense of team-spirit to all you come in contact with.

### Bring home measurable results

The more you can effectively measure your results from your exhibition investment, the more you can intelligently streamline and direct your future exhibition investments.

***Have more fun making more money at exhibitions!***