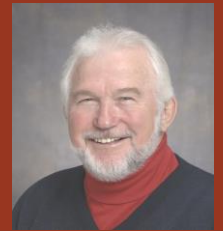


Effective Trade Show Booth Strategies



Improving engagement with your booth visitors

Even in this hi-tech world, one of the best strategies for an organization to market its products and services to a specified group of potential customers is by exhibiting a trade show. These events offer a unique opportunity for face-to-face interaction. This workshop will help you to understand the fundamentals of interpersonal interaction. The session will help you to become more effective and professional in a trade show environment.

Our process – Customized for you

1. Introduction – Identifying the goals and concerns
2. Behavioural Style Differences – The DISC Model, individual assessments
3. Communication Fundamentals – Barriers to listening
4. Managing How You Are Perceived – First impressions, Do's and Don'ts
5. Takeaways – Handouts and Key Considerations
6. Post Show Reporting - What worked well? What did not work?
7. Summary and action plan

Note: This session can focus on either selling or information dissemination as required.

To view sample assessment:

<http://neely-training.com/wp-content/uploads/2015/11/Behaviours.pdf>

Client Testimonials

“Our staff enjoyed the practical insights which Dave delivered in an enthusiastic manner - there was never a dull moment” - Marc L. CREA

“Dave has delivered many successful workshops for the Ottawa Business Show exhibitors over the years” - Dan Hamilton

Who should participate

Anyone who has to participate in a trade show booth. Ideal for managers, support staff or salespeople.

About The Coach

Dave Neely has delivered customized professional development processes for a wide variety of clients since 1988. He will share what he has learned about how to maximize your effectiveness in a trade show environment.

For More Info:

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