

SUCCESS IN EXHIBITIONS ABROAD

HOW TO BE EFFECTIVE IN INTERNATIONAL EXHIBITIONS?

Unique Workshop for Small & Medium Exporting Companies

The Challenge

International exhibitions are an important element in the international marketing & sales activity of many exporting companies. As such, it requires a significant investment of effort, time and money.

Yet, it has been found that, quite frequently, despite the large investment, the exhibition does not contribute enough to the SME's bottom line.

A critical factor for the exhibition success lies in the effectiveness, and efficiency, of the participating team. These can be significantly improved by an appropriate preparation & specific professional training.

Target Audience

Workshop is intended for any person who is participating at the exhibition abroad actively, and comes in direct contact with the visitors at the company's booth.

Top managers, marketing, sales, business development, marketing communications, technical support and R&D personnel, as well as other external representatives (distributors, agents, professional presenters etc.) who participate at the exhibition, on behalf of the company, can benefit greatly from this workshop.

Objective & Benefit

Workshop's objective is to improve the effectiveness and efficiencies of the exhibition participants. The workshop will provide information, professional guidelines, and practical tips in order to improve the participants' functioning, towards achieving the exhibition objectives.

At the end of the workshop, participants will better understand the exhibition's objectives, what they suppose to do during the event, how they should act (individually & as a team), and how to better prepare for that. This will lead to an improved ROI (return on investment) of the event.

HIGHLY PRACTICAL

USABLE OUTCOMES

UNIQUE CONTENT

EFFECTIVE LEARNING



Workshop Uniqueness

- ✦ ROI point of view, connected to business realities.
- ✦ Based on years of events & exhibitions experience.
- ✦ Flexible tools & techniques which fit multiple roles.
- ✦ Based on international sales & marketing insights.

Format & Methods

Critical integration of empirical research results, case studies and the most updated practical hands-on experience from around the world.

A 4 hours workshop. Delivery methods include: frontal lectures, in-class group exercise, audience debate and Q&A session. Workshop program consist of a detailed syllabus, accompanying slides, worksheets and reading lists.

Program may be modified or adapted in accordance to customers' unique exhibition characteristics, and requirements (at additional cost).

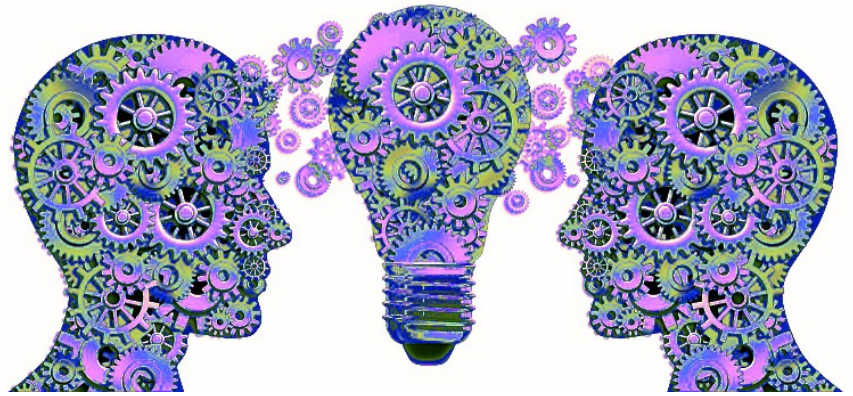
Program may be modified in order to fit into broader training portfolios of training organizations.

Workshop reference number:
PSME-EEWS-01.

Format or content may
change without notice.

Content

- ✦ Focusing exhibition's objectives and targets.
- ✦ Pre-event sales and marcom preparations.
- ✦ Exhibition & team familiarization.
- ✦ Business culture & etiquette.
- ✦ Pre-embarkation and arrival preparations.
- ✦ Personal appearance and booth activity.
- ✦ Visitors pull activity & techniques.
- ✦ On-booth interactions & sales process.
- ✦ Complementary exhibition activity.
- ✦ Post event activity.



Lead Lecturer

Moti Blau, managing director & founder of Proxy Marketing Solutions Ltd. An entrepreneur and international marketer with over 20 years of international business experience, specializing in international marketing & sales. Executed thousands of lectures & training hours to top professionals from around the globe. [More...](#)

Proxy Marketing Solutions Ltd.

An international marketing training & consulting firm. Founded in 1997 by Moti Blau, together with a Dutch investment company. The mission of Proxy is to assist companies operating in international markets in maximizing their business potential. [More...](#)

