

# the know-it-all's guide to exhibiting

## The course for exhibiting overseas!

Exhibiting overseas has the allure of fun, just check out the looks of envy when you casually drop in the conversation that you're going to New York for an exhibition!

But it can quickly turn in to a nightmare if there's a problem with customs or your kit gets lost, or you inadvertently caused massive offence to the locals. You could make a hobby working out which colours are lucky and which are complete 'no, no's'!

This workshop will point out how the mechanics of exhibiting overseas are different to those in the UK. It will also walk you through what to watch out for and how to make the most out of the event without ending up in the clink.

### Where we are in 2010:

- London, 23 March 2010 sponsored by [Nimlok](#)

### How the day will go:

Well, all our courses start at 09.30 so we ask delegates to arrive for 09.00. Try to aim for 09.00 as it will give you some time to settle down, have a coffee and mingle with other delegates before the sessions start.

We want to make the day as relaxed as possible; so unless you absolutely have a fixation with suits, ties and formal business attire we would recommend a 'weekend' dress code.

The day consists of seven sessions that incorporate presentations, break out groups and a Q&A blitz. The full agenda is:

#### **Session 1- The role of events in the sales and marketing mix**

- *The power of live events*
- *Setting realistic and measurable objectives*
- *Measurement, analysis and ROI*

---Break for drinks---

#### **Session 2- The visitors**

- *How visitors use exhibitions*
- *Top Tips from show organisers*

#### **Session 3- Event follow up**

- *Critiquing the event*
- *Sales leads follow up*

---Stop for lunch---

#### **Session 4- Sales and marketing**

- *How to utilise live events in social media*
- *Data mining*
- *PR and promotional opportunities*

**Continued...**

### Session 5- Exhibiting overseas

- *Local customs and how to avoid cultural conflict*
- *Logistics and freight forwarding*
- *Trade pavilions*
- *Useful contacts*

### Session 6- Onsite and working the stand

- *It's all in the body language*
- *It's not what you say it's how you say it!*

---Break for drinks---

### Session 7- Working with contractors

- *How to deliver a design brief for your contractor*
- *Stand Plan submissions*

Throughout the day there will be a number of breakout sessions covering ops, sales, marketing and event management. Each session will be followed by a Q&A session with the trainer. Our courses normally finish at 16.30- just in time to beat the rush hour!

Our courses normally finish at 16.30- just in time to beat the rush hour!

### Money and what you'll get:

The cost of this one-day course is £80 (excl. VAT) per delegate and for this astonishingly low price you'll get:

- All food and refreshments thrown in.
- Access to downloadable course notes from the day.
- An invite to join us and fellow delegates in our LinkedIn group.
- Regular updates on industry news.
- And, as a delegate, if you've got a question or a problem at a later date we're more than happy to try and help you out!

We take bookings for the courses on the phone, by [email](#) or through the [website](#). If it's the latter someone from the team will give you a call to let you know what will happen next and **all** delegates can expect the joining instructions the week prior to the course taking place.

Please note, previous delegates of the 'The Know It All's Guide For Exhibitors' can book this course on a half-day, afternoon basis for £50 (excl. VAT). For more details and to book the half-day rate please contact the team on [knowus@theknowitallsguide.com](mailto:knowus@theknowitallsguide.com).

### For more information and to book your place:

You can visit us at: [www.theknowitallsguide.com](http://www.theknowitallsguide.com)  
You can email us at: [knowus@theknowitallsguide.com](mailto:knowus@theknowitallsguide.com)  
You can call us at: 0845 331 3498 (Only accessible in the UK)  
+44 208 747 0966 (International callers)  
Or call Jane direct on: 07718 660018

**Continued...**

## Our partners:



General Physics (UK) Ltd  
www.gptrainingconsultants.com



## Our sponsors:

**nimlok**

exhibitions • event environments • permanent solutions

## Here comes the small print:

Your place will be confirmed on receipt of payment. In the event of cancellation up to six weeks before the event 80% of the fee paid will be refunded within one month of notice of the cancellation being received. No refund will be made if cancellation is received less than six weeks before an event and the date of the event. Cancellations must be received in writing. Delegates may be substituted by another employee from the same company up to twenty four hours before an event.

Trainers/Speakers/Know It All's are selected one month prior to the event and all confirmed delegates will be informed of the speaker line up. The agenda is subject to change at any time. The Know It All's Guide reserves the right to refuse registration to...unsavoury people!

**It's great that you've downloaded this document but please think of the environment before printing!**