

the know-it-all's guide to exhibiting

The course for exhibitors!

So, you're an exhibitor?

This course is crammed full of hot tips for everyone who has a part to play in pulling together a stand at an exhibition. From those who select which event to book to the techie guy who'd rather be in the office. And everyone in between. Each workshop is slightly different because they are shaped by the profile of the delegates – so come prepared to participate, network, have fun and most importantly, learn.

Where we are in 2010:

- Birmingham, 3 March 2010 sponsored by [Nimlok](#)
- London, 16 March 2010 sponsored by [BPA](#) and [Maxim Live](#)
- Manchester, 12 April 2010 sponsored by [Nimlok](#)
- London 11 June 2010
- Coventry, 12 August 2010
- Birmingham, 1 October 2010
- London, 29 October 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- Working with contractors

- *How to deliver a design brief for your contractor*
- *Stand Plan submissions*
- *Logistics and freight forwarding*

---Stop for lunch---

Session 4- Sales and marketing

- *How to utilise social media for live events*
- *How to increase your prospect database*
- *PR and promotional opportunities*

Continued...

Session 5- Onsite and working the stand

- *Working the stand – do's and don'ts*
- *First impressions*
- *It's all in the body language*
- *It's not what you say it's how you say it!*

---Break for drinks---

Session 6- Actions and follow up

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

Session 7- The Know It All's Guide to checklists

- *The Know It All's guide to checklist: ops, sales, marketing, event management.*

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!

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.

For more information and to book your place:

You can visit us at: www.theknowitallsguide.com
You can email us at: 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

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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!