

PROFESSIONAL EXHIBITION SKILLS

Aim :

To raise awareness in inexperienced exhibitors of the full potential of the exhibition situation.

Objectives :

By the end of the course participants will:

- Understand the full potential of the exhibition situation
- Be aware of techniques for projecting a positive image of themselves and the organisation
- Know how to establish rapport; ask open questions; and use appropriate body language
- Be aware of the requirements of different audiences
- Practice skills in work specific role plays.
- Receive group and tutor feedback.

Numbers : 8 maximum

Duration : half day

Style : confidential, supportive, organisation – specific

Suitable for: staff who are required, on an ad hoc basis, to promote the organisation and interact with the public at exhibitions

EXHIBITION SKILLS – course descriptor

Exhibitions are among the most successful ways of delivering your message to a target audience. Is your exhibition attendance – and that of your staff- delivering as it should? This swift half-day course reminds exhibitors of the 'whys' and 'hows' of exhibiting and, using specially tailored role plays, develops the exhibitor's "on- the - stand" skills.