



BULLSEYE

FOOD

MARKETING

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Course: Trade Shows - Effective Exhibitions!

Duration:

Half Day

Who Should Attend:

Sales and marketing personnel, anyone running a new or established food business / SME.

Description:

Trade fairs provide a key opportunity to boost sales and make important industry contacts.

It's your chance to present your business in an efficient and professional manner. This can only be done if you take the time to plan and prepare.

The syllabus for this short course will give you an insight into the most effective methods of marketing your business at a trade exhibition.

We cover the technical requirements such as stands, props and lighting, as well as analysing the best sales and presentation skills that can be used when meeting new business contacts on a one-to-one basis.

In a crowded exhibition centre, we help you carefully distinguish your business. Whether you're attending a domestic or international trade event, our training and tips are invaluable in ensuring that your food business is ready to put its best foot forward and clinch those all-important sales contracts.

Topics:

- Trade show research
 - Planning and preparation ahead of the exhibition
 - Technical requirements for your exhibition stand
 - Booking the best stand location
 - Your last minute check-list
 - How to brief your stand team
 - During the exhibition
 - Follow-up & evaluation
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