

The A.R.T. of Exhibitor Training™

Best Exhibiting Practices E-Course Series

E-Course 1: **PRE-SHOW PLANNING: Best Practices for Exhibiting by Objectives**

Ideal View Time: Four to six months before the show

Length: 20 minutes

Link: <http://artofexhibitortraining.articulate-online.com/2683135499>

Exhibition industry research finds that 76% of exhibitors fail to set clear objectives for tradeshows.

If your company doesn't know or isn't clear on what you are trying to accomplish at our tradeshow, how will you ever know if you succeeded?

The failure to set, plan for, communicate and execute around meaningful exhibiting objectives is a primary reason why many exhibitors fail to produce visible and meaningful exhibiting results. This critical exhibiting behavioral oversight can cause a misuse of precious financial and human resources, negatively impacts exhibit staff attitude and behaviors, and causes executive management to question the value of your exhibit program.

View this brief 20 minute, but highly-informative e-course any time and as many times as you and your team wants. All of your team members will learn insider secrets and best practices that will make Exhibiting By Objectives a standard exhibiting operating procedure for your company.

Topics include:

1. The exhibitor pre-show planning challenge
2. Are you Exhibiting By Objectives or by Hope?
3. Learn why objectives are a critical, but overlooked method for generating tradeshow results.
4. Hear the top four reasons why companies exhibit and discover many other valuable reasons.
5. Learn how to move from reasons to goals
6. Discover a four-step process for getting buy-in and support from other departments and business units.
7. Unleash the power of SMART exhibiting goals.
8. Discover the six step power planning method.
9. Hear best practices for communicating your goal and measuring performance and results.

E-course includes a quick quiz to ensure knowledge transfer, a downloadable worksheet to guide you in implementing the best practices, and a sample 16 week exhibiting planning checklist.

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For information call 800-700-6174 or visit www.tradeshowturnaround.com