



G. The Art & Science of EXHIBITION PARTICIPATION

Topics :

1. Exhibition types.
2. Exhibitions players.
3. Benefits of participation.
4. What Matters.....?
5. Your target ?
6. Before you participate?
7. How to start planning?
8. Planning milestones.
9. Common pitfalls.
10. A time frame plan example.
11. Target visitor info sources.
12. Promotion of your booth.
13. Press release.
14. Mail shots.
15. Telemarketing.
16. Organizer's can help with?
17. Stand plan.
18. Feelings in Stand.
19. Attract attention by?
20. Display Tips.
21. Product / Company Brochure.
22. Packing care.
23. In Emergency.
24. Market approach.
25. Sleep Well.
26. Collective Participation.
27. Follow Up - "Silence is Murder".
28. EVALUATE.



Duration of course : 2-3 Days

Timing : 10 am to 2 pm or 2 pm to 8 pm

Location : Your country

Faculty : Jagat Shah, Certified Management Consultant (CMC), MBA & Certified Cluster practitioner.
Trade representative of Govt. of Manitoba, Canada in India.

- 22 years of experience in international trade management & cluster development.
- Conducted 300+ training programs in 40+ countries, attended by 15400+ companies.
- Led 80+ trade delegations for buyer seller meet & business match making abroad.
- Founder & CEO - Global Network : www.globalnetworkindia.com
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