



## What to expect when you are Exhibiting!

Everyone has different expectations when exhibiting and this can often be the deciding factor between the show being considered a success or not. The Organisers can get the show on, get the visitors in but they can't sell your products. That's your job! In this module we look at what the Organisers do and don't do but also what you should be doing and not doing and offer you a clear plan on getting it done.

1. What to expect from the Organiser but also what not to expect
2. Your responsibilities
3. Maximising the synergy between you and the Organiser
4. Working with external contractors
5. Getting the right expectations for motivation