



Marketing Your Stand Pre-Show

Don't leave it all to chance. Many of the success stories of exhibitors come from the work put in before the show even happens. How you and to who you promote to beforehand can have a real effect on your results. However, this is often either not done or done quickly and doesn't get the desired result. In this module, we will coach you on how and what to do and the best ways...

1. How to leverage the Organisers Database
2. Who to target plan
3. What the Organiser will do & not
4. Getting your pre-show message clear
5. Combining all your promotion