



## "How to get prepared for an exhibition"

This course focuses on what needs to be done by all stakeholders in the business before the show itself. It will be dedicated to getting all your “ducks in a row” beforehand so you can go to the show really well prepared and not only get a great result but also enjoy it more. Including :

1. Project planning the show from start to finish
2. Maximising your promotional presence pre show
3. What your exhibition organiser will do and not do
4. Getting organised from start to finish
5. Preparing for post show

