



Setting Your Stand Objectives!

Maybe surprisingly, selling is not the only objective of exhibiting at a show...Yes it's a crucial one but its not always the only one. Exhibitions offer multiple opportunities and often companies have numerous reasons for being there. So its really important that the key objectives are all clear and that everyone buys into them as each may need a different approach. In this part of the course we look at things such as...

1. What are the key 3 reasons we are exhibiting?
2. How are we going to achieve these objectives?
3. Combining all your promotions into a workable plan
4. How are we going to monitor our objectives?
5. Is a competitor exhibiting that may change our approach?