



EXHIBITOR TRAINING COURSES

*getting your
exhibition
stand to pay*

“ Exhibitor training is all about getting the best possible return on investment. Exhibitions can demand a big commitment in terms of time, money and effort, so it's important that they deliver the results you need. With 80% of a stand's success coming down to staff performance, training makes a crucial difference.”

Mubarak Chati (FIC, FinstLM)
MD of 1 Events Media

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Four levels of expert support



EXHIBITOR TRAINING

- Principles and awareness
- Developing a framework
- **Covering:** key skills - event planning, delivery and follow up



ADVANCED TRAINING

- Applying understanding
- Expanding on essential tools and techniques
- **Covering:** vital tools for implementation and improvement



EXPERT TRAINING

- Training for in-house event trainers
- Building skills and capacity in your organisation
- **Covering:** training skills and review of principles



BESPOKE COACHING

- Active support during events
- Performance monitoring and advice
- On-the-spot tips for improving results

Making a return on investment

Taking an exhibition stand can be a great way to build customer awareness but, fundamentally, exhibiting is about improving the balance sheet. Whatever the event, it's vital that your stand produces the best possible return on investment.

Of course, that can be a challenge. When you add up the cost of stand design, literature, staff time, travel and hospitality - to say nothing of the exhibition space itself - many trade exhibitions can eat up a substantial budget. Far too often, businesses commit to considerable expense but then sabotage their own success by staffing their stands with poorly prepared teams.

That's a pity, because it's people who make the difference. Properly equipped with a robust plan, some key skills and a clear set of objectives, your staff can turn a so-so exhibition into a great source of new contacts, enquiries and sales. That's where we can help.

1EM Exhibitor Training

At 1EM, we draw on more than 20 years of experience in the field of exhibitions, conferences and awards. We've learned the secrets of effective engagement and, with a tiered programme of workshops and tailored support on offer, we can give your sales teams a keen competitive edge.

TESTIMONIALS

'Absolutely fantastic, nobody does anything like Mubarak and his team to give you the tools and opportunities to maximise your return on investment'.

Jan Evans, Director,
Jet GPS Fleet Solutions

'Very informative and will help in all future expos'.

Carlton Simpson, Technician,
CoffeeBrook

80% of a stand's success is determined by staff performance

Most exhibitors don't set a target for return on investment

75% of exhibition leads are never followed up

Only 20% of exhibitors invest in pre-event promotion



Courses and Coaching

Our training options are designed to boost your company's performance at all kinds of corporate events. Whatever your experience and whatever your sector, we'll help you build your skills and turn your people into highly effective teams.

	Format	Who it's for	What it covers
Exhibitor training 	Half day course	Sales, marketing and customer service staff; anyone who will represent the business at an event	An introduction to fundamental principles. Creating a planning framework. Developing essential skills: <ul style="list-style-type: none"> • Planning - research, promotion, materials etc. • On the day activity: customer engagement, marketing, lead qualification and data capture • Post-event follow up and analysis
Advanced training 	Half day course	Event planners, senior sales and marketing staff	An in-depth exploration of the key principles and how they can be put into practice. Key topics: <ul style="list-style-type: none"> • Expanding on essential tools and techniques • Detailed planning exercises • Tools for performance analysis and improvement
Expert training - 'train the trainer' 	One day course	Senior sales and marketing professionals with responsibility for training other staff	A session designed to build and sustain skills and capacity within larger organisations. Key topics: <ul style="list-style-type: none"> • Review of principles and event planning structure • Imparting knowledge and testing skills • Performance analysis for continuous improvement
Bespoke coaching 	One-to-one coaching	Teams or individuals seeking to improve their performance	Content is tailored according to need. Typically it will entail one or both of the following: <ul style="list-style-type: none"> • Pre-event planning, checklist and rehearsal (with role play exercises) • On-the-day support and monitoring, with post-event analysis and recommendations

Our Experience

Mubarak Chaty attended his first trade show in 1997. Ten years later, he was organising his first exhibition. By 2011, he was hosting and organising a busy programme of 1EM networking sessions, by 2013 running the E3 Business Awards (North West) and by 2016 delivering the E3 Business Expo (North West). In short, he has experienced corporate events from every perspective: as delegate, exhibitor, organiser and public speaker.

Today, as a qualified business coach and a prominent figure in the field of commercial events, he puts this same experience at your disposal. Having participated in hundreds of exhibitions in the UK and overseas, he offers a real insight into industry best practice. Perhaps most importantly, he also brings a passion; a genuine belief that effective training is the key to securing an excellent return on investment.





Booking a Training Day

We aim to help clients of all sizes. We therefore offer two different workshop options.

Commissioned Training

For larger businesses and public sector organisations, we will gladly arrange bespoke training sessions. These workshops are organised exclusively for your staff and can be held at a date and venue of your choosing.

Commissioned training is for groups of at least five, and costs £125 + VAT per person. There is no strict upper limit on attendees but, in order to ensure proper participation, we would suggest a sensible maximum of around 20 delegates.

Open Sessions

For smaller businesses or larger organisations that wish only to train a small number of staff, we organise periodic open sessions, available to delegates on a first-come-first-served basis.

A calendar of events can be found on the 1EM website:

www.1eventsmedia.co.uk/training-calendar.php which also features an online booking facility, complete with venue details, prices and availability.

Booking Other Support

Training for trainers is offered on a bespoke basis because workshop content is designed around the needs and experience of your staff. Due to the intensive nature of the session, we recommend a maximum of 4 delegates. The cost is a flat rate of £995 + VAT per day. Bespoke coaching is also designed around individual needs and is charged at £995 + VAT per day.

TESTIMONIALS

'The training was well presented, informative and very helpful.'

Lauren Dickinson, Business Development Manager, **O2 Business Centre Rainford**

'Excellent presentation and very useful tips to make the event a success.'

Mick Jones, **Team Manager, Jobwise**



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MORE INFORMATION

For more information about our training or bespoke coaching packages, please call us on **01254 790 786**.

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