

BEFORE THE EXPO, PEOPLE - STAFF TRAINING #6 OF 36

EXHIBITOR TRAINING VIDEO



Having the right staff is one thing, but having a team that is fully trained, briefed and ready is the main objective when it comes to generating a return on investment from expos.

'80% of stand success is down to staff, so train them.'

Here are some practical steps that you can take when training your staff for an expo:

KEY ASPECTS

As we've said before, not everyone is a natural when it comes to engaging with exhibition visitors. People operate in different 'comfort zones' but that's fine; training can help even the most ardent introvert to become an effective part of your expo team. Through a combination of 'stand up' training and role-playing, try to make sure that you cover all the most important aspects of customer engagement. For example:

- Explain the importance of body language - your own and that of visitors
- Show how to project an air of openness and approachability
- Demonstrate how to use qualification questions to establish visitors' roles and to identify whether they might be potential customers
- Show how to recognise relevant customer needs and how they relate to your key selling points
- Emphasise that people buy into relationships more readily than products
- Explain the value of making yourself useful to potential clients
- Agree upon your data capture processes and how to use them most effectively
- Set out a robust follow-up process that ensures no opportunities are missed



BEFORE THE EXPO, PEOPLE - STAFF TRAINING #6 OF 36

GENERAL CODE OF CONDUCT

- Set out basic rules regarding conduct on the stand and while out in the exhibition hall
- Agree staff responsibilities, rotas and breaks; don't lose 'freshness' by overburdening people
- Agree and provide all the resources necessary to achieve your goals and objectives



MEETINGS

If your team is going to work effectively on the day, then it's clearly going to be important that everyone is communicating clearly and that they understand their roles. So before you set foot in the exhibition hall, hold at least one planning meeting so you can make the necessary preparations.



- Pre-show meetings to finalise arrangements for travel and logistics, marketing, targets and strategy
- A short summary to motivate staff at the start of the expo itself
- Quick updates for team members throughout the day, maintaining momentum and keeping the focus on your return on investment
- A post-event review meeting to schedule follow-up activity, to analyse, debrief and note lessons for future improvement

IN OUR NEXT PRESENTATION...

In our next presentation, we'll be looking at 'prospects,' and how and why to invite them to the expo.

FOLLOW US...



1EventsMedia



@1EventsMedia



1EventsMedia



company/1-events-
media-ltd

1 Events Media Ltd, The Business Development Centre, Blackburn, Lancashire, United Kingdom
t: +44 (0) 1254 790786 • e: info@1eventsmedia.co.uk • w: 1eventsmedia.co.uk