

the know-it-all's guide to exhibiting

The course for organisers!

So, you're an organiser?

Your curiosity has taken you this far so there must be an element of interest otherwise you wouldn't be reading this and maybe that's because you'd like to get a better understanding of what makes exhibitors and visitors tick. Or perhaps you want to understand what makes an exhibitor buy one event over another, or a visitor register for your competitor's event and not yours?

You may be new to selling space or you may have been selling it for years. Similarly you may be in Marketing or Ops or perhaps your an Event Director. But we bet you one thing. We bet you'd like to sell more space or get more visitors. Bet we're right. Read on.

Where we are in 2010:

- London, 12 March 2010 sponsored by [Hiscox](#) and [BPA](#)

How the day will go:

Well, all our courses start at 09.30 so we ask delegates to arrive for 09.00. Try to aim for 09.00 as it will give you some time to settle down, have a coffee and mingle with other delegates before the sessions start.

We want to make the day as relaxed as possible; so unless you absolutely have a fixation with suits, ties and formal business attire we would recommend a 'weekend' dress code.

The day consists of eight sessions that incorporate presentations, break out groups and a Q&A blitz. The full agenda is:

Session 1- The role of events in the sales and marketing mix

- *The power of live events*

Session 2- Results of The Know It All's Guide to Exhibiting Survey 2009

- *What Exhibitors need: Results of the 2009 survey into the issues exhibitors face.*

---Break for drinks---

Session 3- Writing the business case

- *Helping the exhibitor set realistic and measurable objectives*
- *Measurement, analysis and ROI*

Session 4- New technology

- *What's new and what's the benefit to the exhibitor and the organiser*

Session 5- Customer experience

- *A leading international company will share their experience of exhibiting at a major event and how the event is used as part of their sales and marketing strategy.*

---Stop for lunch---

Continued...

Session 6- Sales and marketing

- *How to 'sell' the importance of using the sales and marketing opportunities the organiser provides*
- *Selling the power of live events to exhibitors*
- *How social media performs for live events: for the organiser, for the exhibitor*
- *List rental: Pros and cons*

Session 7- On site!

- *What impression do you want to give?*
- *It's all in the body language*
- *It's not what you say it's how you say it!*

---Break for drinks---

Session 8- Rebooking

- *Ways to encourage exhibitors to re book on site*

Throughout the day there will be a number of breakout sessions covering ops, sales, marketing and event management. Each session will be followed by a Q&A session with the trainer. Our courses normally finish at 16.30- just in time to beat the rush hour!

Money and what you'll get:

The cost of this one-day course is £80 (excl. VAT) per delegate and for this astonishingly low price you'll get:

- All food and refreshments thrown in.
- Access to downloadable course notes from the day.
- An invite to join us and fellow delegates in our LinkedIn group.
- Regular updates on industry news.
- And, as a delegate, if you've got a question or a problem at a later date we're more than happy to try and help you out!

We take bookings for the courses on the phone, by [email](#) or through the [website](#). If it's the latter someone from the team will give you a call to let you know what will happen next and all delegates can expect the joining instructions the week prior to the course taking place.

For more information and to book your place:

You can visit us at: www.theknowitallsguide.com
You can email us at: knowus@theknowitallsguide.com
You can call us at: 0845 331 3498 (Only accessible in the UK)
+44 208 747 0966 (International callers)
Or call Jane direct on: 07718 660018

Our partners:



General Physics (UK) Ltd
www.gptrainingconsultants.com



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Our sponsors:



Here comes the small print:

Your place will be confirmed on receipt of payment. In the event of cancellation up to six weeks before the event 80% of the fee paid will be refunded within one month of notice of the cancellation being received. No refund will be made if cancellation is received less than six weeks before an event and the date of the event. Cancellations must be received in writing. Delegates may be substituted by another employee from the same company up to twenty four hours before an event.

Trainers/Speakers/Know It All's are selected one month prior to the event and all confirmed delegates will be informed of the speaker line up. The agenda is subject to change at any time. The Know It All's Guide reserves the right to refuse registration to...unsavoury people!

It's great that you've downloaded this document but please think of the environment before printing!